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## INSIDE DOPE

by GEORGE F. TAUBENECK

### Story of the Week

Gifford on Cartels  
Trucking Again  
Dr. Schlumbach  
Every Man to His Own Taste

### Story of the Week

The editor of a small town weekly newspaper was possessed by a violent phobia. His main interest in life was to be the first to publish news of regional events. "Scoops" were his mania.

On one particular occasion the editor succeeded in "scooping" all the other periodicals in that locale by printing an exclusive story on the destruction by fire of the postoffice in a neighboring village.

When the following issue of the paper came off the press a week later, citizens were amused to read the following announcement, placed in a prominent front page position:

"All of you have witnessed the fact that our paper, The Mudville Monitor, was the first to bring our readers the exclusive story of the damage wrought by the Oaktown fire. We now take equal pride in being the first to report that the story in our last edition was entirely without foundation."

### Gifford on Cartels

Last week this column reproduced a keen analysis of our foreign trade outlook, an analysis made by R. W. Gifford of Norge and Borg-Warner International. We neglected, however, to quote Mr. Gifford on the subject of cartels. On this dynamite topic his opinions run exactly opposite to the views of the National Association of Manufacturers and the U. S. Chamber of Commerce—who consider the topic something of a nightmare.

"It's true that some cartels are dangerous," Mr. Gifford concedes, "but just what is the basic reason for them? My belief is that the mere forming of a cartel is an admission of weakness. It is an attempt to place a blanket of protection over an inefficient industrial system rather than trying to improve their competence and costs."

"You will find British are great believers in cartels for the reasons just stated. So, I feel we will have much more reason for concern if Britain ever decides that cartels should be abolished. When that happens, we will know they are not afraid of our production costs."

It is Mr. Gifford's opinion that at present there is a tremendous market for all of our products—even at high prices. Looking ahead, however, he thinks there are many lines that can and will be supplied locally.

"If American business firms want to retain their sales in some of those countries, they will be forced to produce locally," he predicts. "We should not hesitate to do so, and not be frightened away because of fearing such things as changing governments, confiscation, etc."

"Business always has been a gamble either at home or abroad and probably always will be."

### Trucking Again

Our esteemed contemporary, *Automotive News*, has emitted another healthy blast at the refrigeration industry for its seeming neglect of the truck market. Although the following paragraphs quoted from an editorial in that publication may hurt, we can't quarrel with them. They state the case succinctly.

"Reminiscent of the early 'teens' in the truck business, another infant is begging to crawl in the transportation field—low-temperature hauling of foodstuffs, chemicals, and drugs.

(Concluded on Page 8, Column 3)

## New Home Freezer Heralds Expansion Of Estate's Line

NEW YORK CITY—Introduction of "Estate" home freezers in Macy's here last week spearheaded plans for the introduction of a broad range of home refrigeration and home appliance products by the Estate-Heatrola Division of Noma Electric Corp.

Among the products which Estate-Heatrola plans to introduce, according to John M. Bess, recently appointed executive vice president of the Noma appliance divisions, are a line of household electric refrigerators, home freezers in 4, 6, 12, and 22-cu. ft. capacity, a deluxe line of kitchen cabinets, stainless steel kitchen sinks, and electric and gas hot-water heaters.

The home freezers which went on sale at the Macy store were 6 cu. ft. and 12-cu. ft. models, selling at \$249 and \$399, respectively. According to Cecil M. Dunn, general sales manager of the Estate-Heatrola Division, the Macy sale is the first of a series of five market tests which are being made prior to the 1947 national sales campaign. The other cities selected for the test are Atlanta, Chicago, Cincinnati, and Los Angeles.

Full details are not available at this time as to the designs and dimensions of the all-inclusive Estate line. The announcement stated that the Estate 1947 line of electric and gas ranges (which the Division has made previously) will be completely new and the Estate-Heatrola space heater line will include gas Heatrolas, small gas heaters, and gas floor furnaces.

Estate sales and service will be handled out of 17 major cities where

(Concluded on Page 4, Column 3)

## Surplus Tools Will Go To 'On-Job' Trainees

WASHINGTON, D. C.—About \$1,500,000 worth of surplus hand tools have been transferred to the Veterans Administration for use in its apprentice training and rehabilitation programs, the War Assets Administration has announced.

These tools will be given to veteran apprentices training in skilled trades, such as air conditioning and refrigeration service, according to Veterans Administration officials.

Among the hand tools are paint and varnish brushes of all types, Jimmy bars, bits, tool boxes, calipers, chisels, C-clamps, dividers, drills, files, gauges, hammers, soldering irons, putty knives, pliers, punches, screw drivers, scribers, shears, saws, T-squares, torches, towels, and wrenches of all sizes and shapes.

To get these tools, the employer conducting a veteran apprentice training program should file an application with his local VA office, giving the names and prices of tools needed, a Detroit official declared. Full details on procurement may be obtained at any local VA office.

## K. M. Newcum Resigns as Superior Valve Official

PITTSBURGH—K. M. Newcum has resigned as vice president of Superior Valve & Fittings Co. here. His plans for the future will be announced at a later date, Mr. Newcum said.

He had been with Superior since 1938. Prior to that he had been with Business News Publishing Co. as manager of the book department, with Kerotest Mfg. Co. as eastern representative; with Zero Plate Corp. as eastern district manager; and with a number of refrigeration service organizations, including his own. His experience in the refrigeration field dates back to 1927.

"Reminiscent of the early 'teens' in the truck business, another infant is begging to crawl in the transportation field—low-temperature hauling of foodstuffs, chemicals, and drugs.

(Concluded on Page 8, Column 3)

## Strike Affecting Raw Materials For 'Freon' Over

WILMINGTON, Del.—Workers have returned to the plants of the main supplier of carbon tetrachloride to Kinetic Chemicals, Inc., producer of "Freon" refrigerants, and the strike at this supplier's plant which threatened to cut "Freon" production to 20% of normal is over for the time being.

Some of the issues in the strike are still being negotiated, it is reported, but shipments of carbon tetrachloride, a basic raw material in the production of the refrigerants, have been resumed.

W. W. Rhodes, Kinetic sales director, said it was too early to appraise fully the effect of the strike, and that it might take some 30 days before full capacity production could again be resumed.

Just before the steel strike an improvement was noted in the delivery of new cylinders (which has been a bottleneck in "Freon" production and distribution), and Kinetic officials are hoping that most of their orders for new containers will be met before too long in 1947.

## Drive Seeks To Speed Moving of Cylinders

PITTSBURGH—Refrigeration Equipment Manufacturers Association is making a two-pronged drive to speed return of empty "Freon" cylinders.

One part of the drive is directed at railroads and trucking lines, asking greater consideration to hauling empty cylinders. These carriers, it is alleged, are prone to be slow about handling empty cylinders because of the lower rates for hauling them.

The Rema campaign, in which all users and distributors of the refrigerant are asked to participate, points out to the railroads and truck lines that full cooperation in returning empty cylinders will boost shipments, not only of full cylinders, but of all types of completed refrigeration and air conditioning equipment.

In the other part of the drive, all users of the refrigerant are urged to keep cylinders moving back to the producer in a constant flow, as the amount of "Freon" that can be produced is predicated on the number of cylinders to be filled in the hands of the producer.

## Locker Operators Will Meet Next September

KANSAS CITY, Mo.—The Auditorium here has been selected as the site of the next annual convention of the National Frozen Food Locker Association, to be held in September of next year, announces Albert Guggedahl, executive secretary.

Preliminary details will be worked out when the board of directors convenes during the meeting of the Minnesota state locker association in the St. Paul Hotel, St. Paul, Minn., Jan. 18 to 20, he added.

## Mallinckrodt Given New Post with Baker

OMAHA, Neb.—Sterling F. Smith, general sales manager of the Baker Ice Machine Co., Inc. has announced the appointment of A. J. Mallinckrodt as manager of application engineering.

Mr. Mallinckrodt has been with the company 16 years, and has worked in various executive engineering positions with other leading producers of refrigeration and air conditioning machinery and equipment.

## Norge Raises Price On One Model; Admiral on Two

DETROIT—Norge Division of Borg-Warner Corp. has announced an increase of from \$261.95 to \$289.95 in the retail price of the model LFN 746 Norge household electric refrigerator.

Since production for the next 30 days will be centered on this one model, there will be no immediate price changes on other models, the Norge announcement stated.

New list prices on Admiral Corp.'s two models of Dual-Temp refrigerators were announced last week. The following price changes, which are retroactive to Dec. 1, are for Zone 2:

Model No. Old Price New Price

TD-746 . . . . \$356.95 \$369.95

TD-946 . . . . 397.95 434.95

## Appliance Talks Set For NRDGA Meeting

NEW YORK CITY—Three speakers will discuss the overall picture on building maximum volume in major appliances and radios and four others will tell how to do the job on specific merchandise at the annual meeting of the National Retail Dry Goods Association here.

The NRDGA has set aside Friday, Jan. 16 for these major appliance and radio discussions. They will be held in the Keystone room of the Hotel Pennsylvania.

David L. Edelthum, chairman of the Association's major appliance and radio committee, will have charge of the sessions.

The overall picture will be portrayed at the morning session by J. B. Ogden, manager of the electrical appliance department at the J. L. Hudson Co., Detroit; John M. Otter, sales manager of the radio and television division of Philco Corp., Philadelphia; and Herman Price, vice president of the Kalamazoo Stove & Furnace Co., Kalamazoo. Mr. Price was formerly manager of the major appliance division at Sears, Roebuck & Co.

At the afternoon session, the following men will discuss the problems of building maximum volume in their own particular line: John Banigan, manager of major appliance and radio division at Allied Department Stores, here—radio and television; W. F. Linville, general sales manager of Bendix Home Appliances, Inc. at Fort Wayne, Ind.—washing machines; John F. McBride, sales manager of the range division of General Electric Co., Bridgeport, Conn.—electric ranges.

No speaker has yet been announced to discuss refrigerators.

Daniel B. Lunt, divisional merchandise manager of the Jordan Marsh Co., Boston, will talk on operating the overall department. He will take up selecting, training, paying, and supervising salesmen; promoting appliance and radio departments; and servicing major appliances and radios.

Discussion and open forum periods are provided for questions from the floor.

## Special Firms to Sell, Install Utility Units

CHICAGO—Special distributing and installation firms will handle the sale and installation of the Ingersoll home utility unit, it was revealed here early this month when representatives of some of these special distributing firms met here with representatives of the Ingersoll Steel Division of Borg-Warner Corp.

The Ingersoll utility unit provides a compact "package" of heating, plumbing, and electrical facilities, (Concluded on Back Page, Column 3)

## Industry Seeks Peak Production After Strike End

### Steel Industry Recovers Swiftly; Most Appliance Firms Kept Operating

DETROIT—The end of the coal strike on Dec. 7 found most of the plants in the refrigeration, air conditioning, and major appliance fields on an operating basis, although many were on a restricted basis, and the consensus of a survey this week is that most plants will be going at full speed within 10 days of the end of the strike.

The big "if" in this prediction is the question of just how badly supplies of raw materials (principally steel), and of components, may have been hit by the strike. Some of the big plants say that they just don't know right now how they will be affected.

One bright spot is the fact that production of steel didn't drop as low as it did during the coal strike last spring, and seems to be bouncing back faster. Some mills expressed a hope of getting back into peak production within 10 days after the ending of the coal strike.

There was a general note of optimism sounded after the strike, one leading manufacturer predicting that "1947 electric refrigerator and range production should double that of 1946."

However, the strike did cost the nation some 750,000 tons of steel enough to produce nearly 4 million household refrigerators.

## Mart Officials See 'Allocations' In '47

CHICAGO—In checking the plans of exhibitors for the International Home Furnishings Market to be held Jan. 6 to 18, it appears that most appliance and housewares manufacturers will have to continue allocating shipments to dealers for from "60 days to six months," state officials of the Merchandise Mart, where the show will be held.

Some manufacturers fear allocation will have to be continued all through 1947, the officials said.

A working model of one manufacturer's new automatic washer will be on display at the show. This washer, according to Mart heads, was announced several months ago, but industrial conditions have prevented the completion of a working display model until now.

Although electric refrigerators and sewing machine shipments are picking up, electric ranges have dropped off, added the Mart spokesmen, who point to the increase in sweater production as "the only bright spot in the appliance picture."

## Alfred Stacey Rejoins Carrier Organization

SYRACUSE, N. Y.—Alfred E. Stacey, Jr., air conditioning pioneer and one of the seven founders of Carrier Corp., is rejoining that organization as of Dec. 1, according to an announcement by Arthur P. Shanklin, vice president and general sales manager.

Mr. Stacey, who has been on active duty in the United States Navy with the rank of captain, will be process consultant to the sales division. In this capacity, he will devote major attention to the application of temperature and humidity control to industry.

(Concluded on Back Page, Column 5)

## 9 Chicago Dealers Form Cooperative Organization

CHICAGO—Nine independent furniture stores in Chicago and vicinity have formed Stylecraft Stores, Inc. here for the purpose of cooperative buying and advertising of home furnishings, it was reported here.

The new organization reportedly will form buying committees ready for operation in time for the mid-winter markets.

Stylecraft officers are William F. Jansen, president; Edward J. Weber, vice president and secretary; and Harold M. Barker, treasurer.

Member stores include Barker Furniture Co., Indiana Harbor, Ind.; Daniels & Clark, Elgin, Ill.; Greenwald Furniture Co., South Chicago, Ill.; Jansen's Furniture Store, Chicago; Niederman Furniture & Carpet Co., Chicago; Pakan Furniture Mfgs., Chicago, (two stores); Sekera Furniture Co., Chicago, (two stores); Ward & Jones Furniture Co., Aurora, Ill.; and Edward J. Weber Furniture Co., Chicago.

## Frozen Food Products Elects Kramer, Sterry To Board of Directors

NEW YORK CITY—Raymond C. Kramer and H. Lee Sterry have been elected to the board of directors of Frozen Food Products, Inc., it is reported by Lawrence J. Stoll, president.

Mr. Kramer, also chairman of the board of directors of Gerli & Co., Inc., LaFrance Industries, Belding Heminway Co., and Interstate Dept. Stores as well as a director of Allied Stores Corp., served during the war as Gen. Douglas MacArthur's representative on the Allied Supply Council. He later was appointed president of the Joint Supply Survey Board in the Southwest Pacific Area.

A graduate of Syracuse University and the Harvard Graduate School of Business Administration, Mr. Sterry is currently serving as assistant to the president of Carrier Corp. He has been with Carrier since 1943.

## Bush Mfg. Co. Yearly Report Shows \$3,468,802 Net Sales

HARTFORD, Conn.—Total net sales of \$3,468,802 and a net income of \$96,844 is reported for the year ending Sept. 30 by Bush Mfg. Co., manufacturer of coils, unit coolers, evaporators, and condensers.

Sales for the preceding year were \$5,665,921 and income, \$146,965.

## Oct. Profits Fail to Lift Jacobs' Report Out of Red

DETROIT—The F. L. Jacobs Co., automotive parts and home appliance manufacturer, reports for the quarter ended Oct. 31, 1946, a net loss of \$58,116, compared with a net loss of \$140,924 in the corresponding period last year.

Net loss for the three months ended Oct. 31, 1946, before federal taxes, amounted to \$341,116.

Rex C. Jacobs, president of the company, stated that October operations resulted in the first profit for any month since August, 1945.

## Apex Mfg. Co. Output Rises to All-Time High

CLEVELAND—Unit production of electric vacuum cleaners, washers, and ironers has climbed to a new high at the Cleveland and Sandusky plants of Apex Electrical Mfg. Co., C. G. Frantz, president, announced last week.

October's production reached 46,685 units, compared to 29,041 for the same month in 1941. During the first 10 months production reached 301,990 units, while 1941 production total for the same 10 months was only 244,104.

The current daily rate of production, according to the company, is in excess of 2,000 units, despite material shortages.

## Peak Production Claimed For Kitchen Cabinets

WASHINGTON, D. C.—Production of kitchen cabinets, including both steel and wood, is claimed to be now about 50% greater than before the war because of Civilian Production Administration directives channeling steel to cabinet manufacturers and because of the large number of new manufacturers in the field, CPA has stated.

To meet the needs of the housing program, CPA has been issuing directives on steel mills to supply manufacturers of key housing items with sufficient steel to equip veterans' homes. Manufacturers of kitchen cabinets are receiving steel on directives only for under-sink cabinets. They are getting CC ratings for steel for wall-type cabinets, most of which are the three-shelf kind. The industry is also making the general utility type of cabinets, both steel and wood.

CPA estimates that the industry is turning out four metal cabinets to every wooden one. Metal cabinets are said to have entered the market a few years before the beginning of World War II.

## Noma Electric Corp. Reports Net Profit of \$1,476,169

NEW YORK CITY—A net profit of \$1,476,169 on sales of \$23,607,700 is announced by Noma Electric Corp. and subsidiaries for the 10 months ending Oct. 31, 1946.

**AIR CONDITIONING**  
condensers and coolers  
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**REFRIGERATION EQUIPMENT**  
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## Machinery Distributors Protest Reductions of Standard 2% Discount

NEW YORK CITY—Machinery and supply distributors are expressing disapproval of manufacturers' attempts to reduce or eliminate the standard 2% cash discount for payment within 10 days, it was reported here.

Though a poll of 173 representative equipment manufacturers disclosed that only about one fifth have changed their cash discount terms, F. W. Swanson, president of Globe Hoist Co. of Des Moines, Iowa, declared:

"We consider this is no time for manufacturers to take away from their distributors their prevailing old cash discount terms. As a matter of fact, distributors have the 2% cash discount terms so established over a period of years that it would be almost impossible for them to change."

"Then, too, since distributors sell hundreds of thousands of products, it would be almost impossible for them to change the prevailing cash discount terms applying to the bulk of products sold."

"In our opinion the manufacturers would do well to increase their prices the small amount necessary in order that the long established cash discount terms to distributors be maintained."

"The distributor has increased expenses the same as the manufacturer. The problem of a change in cash discounts is far more severe for the distributor than it is for the manufacturer."

"We appreciate that money today is not worth what it was in the old days when 4, 5, and sometimes 6 and 7% interest rates prevailed. On the other hand, we deprecate any reduction of cash discount terms from manufacturers to distributors."

Mr. Swanson is a past commissioner of the Central Supply Association of midwestern distributors.

Ed A. Hirshon, vice president of W. S. Wilson Corp. here, pointed out that distributors need a period of stabilization of sales and price policies during the coming months. Further changes in cash discount prices, he said, would only increase management burdens for distributors excessively.

M. Richter, owner of the Richter Tool Co. here, expressed the belief that instead of cutting cash discount terms, manufacturers should take this opportunity, now that prices are decontrolled, to install a simple pricing method to aid distributors in saving time expended figuring out multiple chain discounts.

## Newspaper Contest Aids Home Furnishing Sales

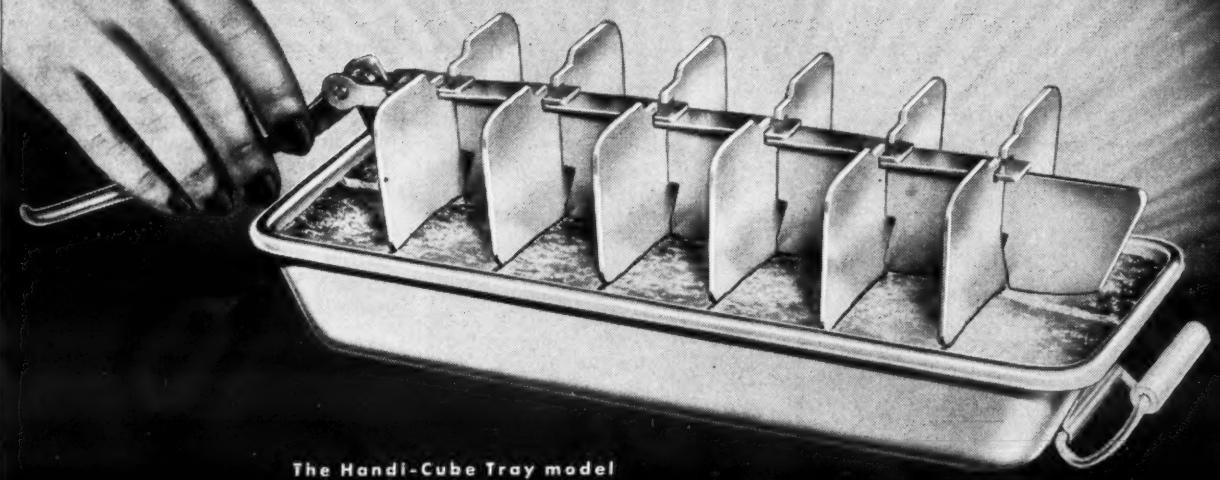
CHICAGO—A long range program designed to stimulate public interest in home furnishings and decoration has been launched by the Chicago Tribune.

Spearhead of the drive is a \$26,250 prize competition, which offers 161 cash awards, ranging from \$100 to \$1,000 each, for interesting ideas for furnishing and decorating seven typical rooms.

The Sunday Tribune will reproduce the winning ideas, or adaptations of them, in color in its pictorial section. This is expected to create interest in home furnishings and decoration.

Because the rooms are varied—living rooms, dining rooms, combination living and dining rooms, bedrooms, juvenile and infants' rooms, kitchens, and recreation rooms—the pictures are expected to create business for all fields of the house furnishing industry.

# Command Performance by the Post-War INLAND HANDI-CUBE TRAY

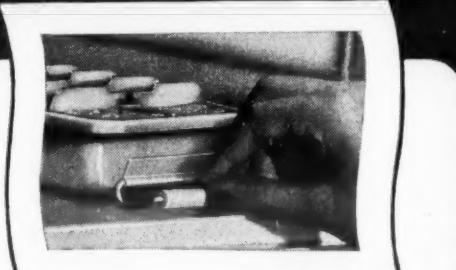


The Handi-Cube Tray model illustrated combines striking beauty with sensational performance. Pan lifter is optional.

You command ice cube performance unrivaled when you give a hand to the new Inland Handi-Cube Tray—with aluminum grids.

A touch of the plastic lifter instantly loosens the pan from the freezing compartment.

A finger-tip lift of the releasing lever, and the newly designed actuating mechanism releases any quantity of ice cubes instantly . . . full-sized and dry. What's more,



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From the first glance to final performance, this striking and graceful Inland Handi-Cube Tray compels the kind of attention that makes sales flow your way . . . faster.

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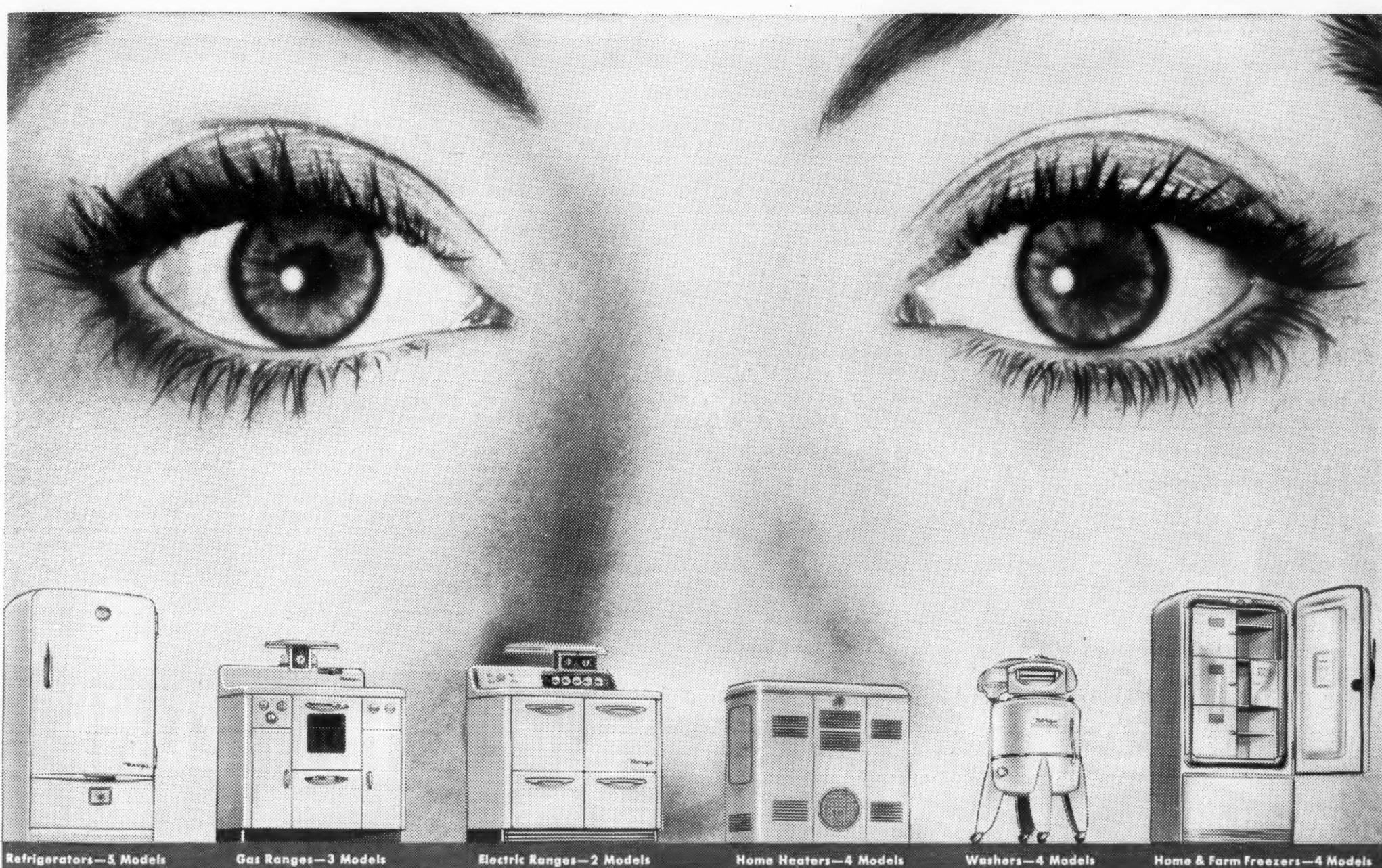
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REFRIGERATOR SHELVES • STAMPINGS  
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# NORGE EYE-APPEAL . . . IS BUY-APPEAL



Norge household appliances command attention and bring more potential customers into Norge dealers' stores. Their trim lines and sleek, modern styling strike a new high in practical beauty that is winning new acclaim for this complete line of major appliances, built to be "THE GREATEST VALUES IN THE FIELD"—and spelling bigger profit opportunities for Norge dealers in increased sales and greater customer satisfaction.

**The Best Dealer in Town  
Sells Norge!**

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## 350 Research Projects on Frozen Foods Underway

SYRACUSE, N. Y.—Nearly 350 frozen food research projects being carried on in United States and Canadian laboratories by 109 organizations are listed in a survey report recently issued by Frozen Food Foundation, Inc., here.

Believed to be the most comprehensive tabulation of frozen food research yet compiled, the report was prepared by Dr. Jennie McIntosh, head of the Foundation's food economics and nutrition research.

Of the 109 organizations, 55 are industrial or private research firms, the report shows. Government agencies and universities account for the remainder.

"The publication is designed to serve as a clearing-house for research activity in the frozen food field," the Foundation said, "and lists not only the organizations and projects, but also the names of individual research workers."

The analysis indicates that research is about evenly divided between adaptability of various foods to freezing and problems of processing, packaging, storage, and use. Some of the organizations are engaged in as many as 16 different studies.

## Albany, Ga., Dealer Expands Into Warehouse, New Store

ALBANY, Ga.—The Electrical Appliance Co. here, has opened a warehouse and an additional store on Cleveland Drive. The company specializes in refrigeration products.

## Joins Baker Ice



A. J. MALLINCKRODT

He has been named to manage application engineering at Baker, where he has served for the past 16 years. Included among the duties of Mr. Mallinckrodt's new post will be the training of student engineers.

## Thornhill Reopens Store Closed During War Years

LAKE WALES, Fla.—Thornhill's Electrical Appliance Store here, opened recently in its new building after being closed throughout the war years. James Thornhill is the owner.

## New Estate Freezer--

(Concluded from Page 1, Column 2) Noma factory branches, consolidating the display and warehousing of all items produced by the Noma divisions, will be established.

The Estate home freezer line will be manufactured in the same factories and by the same personnel as are now producing the Refrigeration Corp. of America Division of Noma line of Frigid-Freeze cabinets for home and commercial use. Increased manufacturing facilities for production of these items has been made possible by the purchase of the Pollak Mfg. Co. in New Jersey.

In answer to the question as to the effect of the introduction of Estate home freezers on Refrigeration Corp. activities, Mr. Bess explained that the Frigid-Freeze home and farm freezer line will be promoted through locker plants, frozen food centers, and department stores.

The Refrigeration Corp. Division also plans an expansion in production of commercial equipment in the low temperature field, Mr. Bess said, and also plans to introduce such items as an air conditioned candy case, and air conditioners.

## Cuba Develops Considerable Interest In Frozen Foods

WASHINGTON, D. C.—A considerable interest in developing new frozen food products and in canning tropical fruits for export is being shown in Cuba, the Department of Commerce reports. Production of frozen fresh pineapples there was estimated at 590 short tons in 1945 and 250 in 1944.

## \$68,000 Surplus Refrigeration Items

### To Be Offered First to Priority Buyers

DETROIT—Holders of HH and MM housing priorities will get first crack at \$68,000 worth of surplus air conditioning, refrigeration, electrical, and heating equipment being offered for sale by the War Assets Administration here beginning Dec. 23.

The sales schedule follows: Housing Expediter Priority Qualifiers, Dec. 23, 24, and 26. Federal Agencies, Dec. 27, 30, and 31. World War II Veterans, Jan. 2, 3, and 6. RFC for Small Business, Jan. 7 and 8. State and Local Governments, Jan. 9.

Non-profit Institutions, Jan. 10. Non-priority buyers, Jan. 13 and thereafter.

WAA officials warned, however, that they expected HEP qualifiers to buy up most of the equipment offered.

Air conditioning and refrigeration equipment, priced at approximately \$5,600, and in used-good or used-fair condition includes the following items:

Two Airtemp model 5SCA self-contained air conditioners, a Carrier model 41-B2 air conditioner for lab

work, a "Union Air" model UF-50 air conditioner, a Frigidaire Model SC-40 self-contained air conditioner.

An industrial chilling machine, a model F-120 Deepfreeze Cascade industrial chilling unit, a special Santocel Deepfreeze industrial unit, two model 400T60 Kold Hold industrial sub-zero machines.

A Frostrode products model 751 refrigerator unit, a weltronics Frostrode model R-1502 refrigerator unit, a Frostrode model B-751 refrigerator unit, two Airtemp 11 $\frac{1}{2}$ -hp. condensing units, a 3-cu. ft. Revco Sub-zero cabinet, two Armstrong humidifiers, and eight cold storage doors.

Other equipment offered in the sale includes industrial vacuum cleaners, space heaters, drinking fountains, air cleaners, fan blades, cooler fans, spotlights, electric lanterns, electrical cord, Appleton portable reelites, lamps, army ranges, furnaces, grease interceptors, and wash fountains.

All of the surplus property is located in Detroit and vicinity except the "Union Air" air conditioner (Fort Custer, Mich.), the Santocel and Kold Hold sub-zero machines (Muskegon, Mich.), and the army ranges (Fort Custer).

## WAA Drops Electrical & Refrigeration Equipment 'Set-Asides' In Surplus Disposal System Speed-Up

WASHINGTON, D. C.—Sweeping changes in surplus property disposal procedures affecting veterans were announced last week by the War Assets Administration.

The changes are:

1. Elimination of unavailable, unserviceable, and no-demand items from the list of goods set aside for sale to veterans exclusively. The list is thus cut from 356 to approximately 111 items. Still remaining on the list are small hp. motors, appliances, furniture, and motor vehicles.

2. Discontinuance of shipping such property to WAA offices around the country. In the future it will be offered on a "where is, as is" basis to cut costs and delays.

3. Acceptance of all certificates after Dec. 9 on a first come first served basis, regardless of chronological order of issuance.

4. Ceasing on Dec. 10 to issue

certificates for items on the veterans' set aside list. This action is taken because of the high proportion of certificates issued to the items available in the surplus inventory.

WAA declared that it will conduct a drive to dispose of all veterans certificates by Feb. 28, 1947, after which date no certificates for set aside items will be accepted.

Among the items eliminated from the veterans' set aside list are electrical and refrigeration equipment. These are dropped because the Civilian Production Administration has extended emergency controls over them to assist in the housing program. Therefore none are available to veterans anyway, as CPA would get first choice on such surplus property, a WAA official said.

When and if the requirements of CPA are met, these items will be restored.

## THAWZONE

*The Pioneer Liquid Dehydrant*



## HEARTILY ACCLAIMED

by Service Engineers Everywhere!

In these days of equipment shortage and the importance of maintaining continuous operation, THAWZONE has become more in demand than ever before. Here's why and how:

Many jobs are moisture cases that begin to kick-up before there's much moisture in them. Put in THAWZONE and go on to the next job. Nine out of ten of these jobs will be finished with the ONE call. If, occasionally, another "shot" is necessary to take care of unusual moisture, give it. This will be the exception, however.

The action of THAWZONE is positive, because it *destroys moisture and neutralizes acid by chemical action*. If you are not fully aware of what THAWZONE means in time and energy saved, we suggest that you contact your refrigeration equipment wholesaler now!



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195 VERONA AVE. NEWARK 4, N. J.

**To Freez-all Distributors and Dealers**

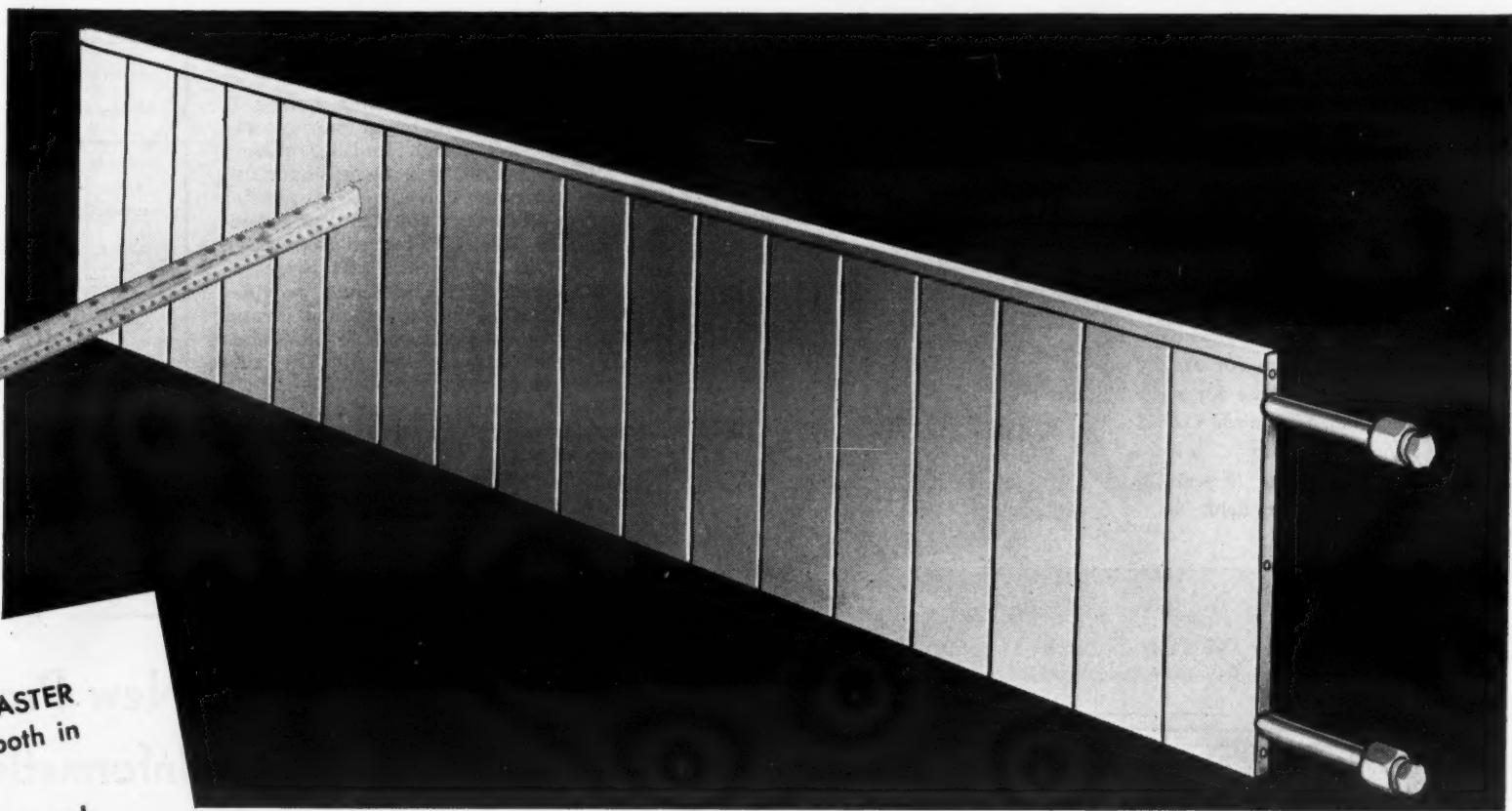
Your loyalty and aid have helped to make us confident, and strong enough to take the setbacks in our stride, and follow through. We now express our thanks, and wish for you A Christmas full of happiness and cheer — Success and joy, throughout the coming year.

**Freez-all**

PORTABLE ELEVATOR MFG. CO., BLOOMINGTON, ILLINOIS



# Sensation of the CLEVELAND EXPOSITION



It is called the "FLASH PLATE" because it is FASTER freezing—operates cheaper—costs less, both in operation and maintenance.

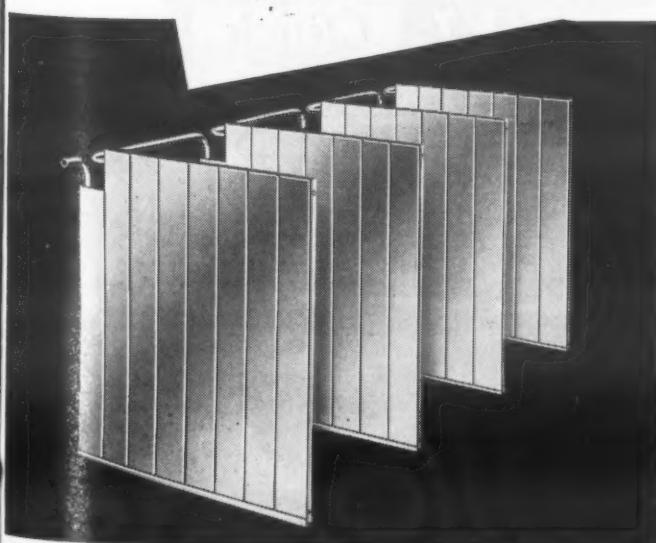
If you did not visit the Cleveland Exposition ask your PEERLESS representative or wholesaler what this new FLASH PLATE can do to help you make a better product or installation.

**DELIVERIES? — YES!**  
**PEERLESS is PRICELESS**  
**in QUALITY**

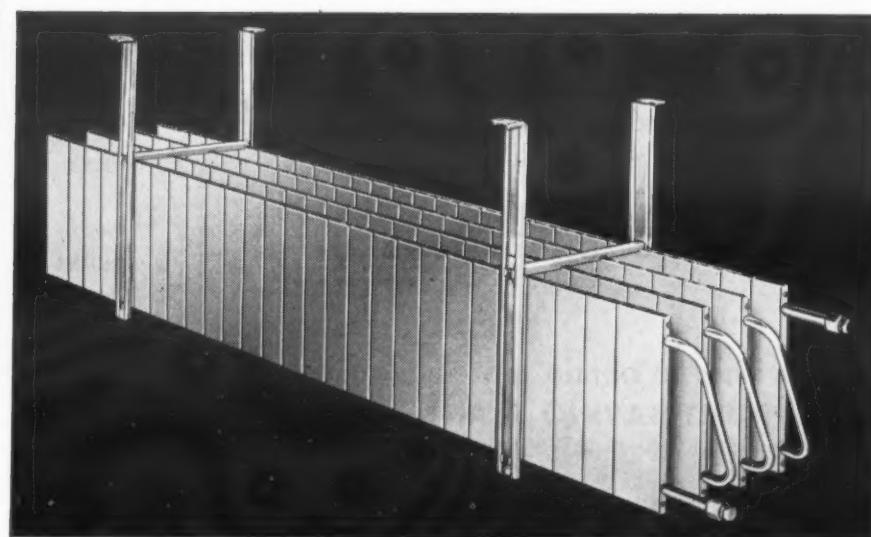
PEERLESS FLASH PLATES are available for—  
Display Cases  
Store and Window Dis-  
plays  
Food Counters  
Salad Pans  
Shelf Plates for Fast Freez-  
ing  
Soda Fountain Conversions  
Truck Refrigeration  
Farm Freezer Cabinets

Home Freezer Cabinets  
Walk-In Coolers  
Locker Plants  
Ice Cream Cabinet  
Milk Can Coolers  
Beverage Cooler Applica-  
tions  
Frozen Food Processing  
and Storage Plants

**SOLD THROUGH LEADING REFRIGERATION  
SUPPLY WHOLESALERS**



These illustrations show PEERLESS FLASH PLATES as banks for locker storage, etc.



THOUSANDS saw and admired the gleam-  
ing beauty of this new freezer surface.

THOUSANDS felt and lifted this modern,  
weight-saving, efficient zero and sub-zero  
producing plate.

And the ANSWER was—  
"IT'S PEERLESS AGAIN!"

# PEERLESS of AMERICA, Inc.

General Sales Offices . . . 2901 LAWRENCE AVE., CHICAGO 25, ILLINOIS



Corner grilles of trim, open design serve a dual role on OASIS Electric Water Coolers . . . they cross-ventilate the condensing unit and add to the beauty of the bronze-walnut cabinet. The OASIS is engineered for peak efficiency *plus* eye-catching style . . . stainless steel top for stay-clean brightness; Ebco 12000 bubbler with rotary handle, for smooth, splash-free water-flow; rugged cooling mechanism for steady service; inset base for more toe room. Ebco-made OASIS is finest in quality . . . a leading tradition for 20 years in the water cooler field.

The **EBCO** MANUFACTURING COMPANY  
401 WEST TOWN ST., COLUMBUS 8, OHIO

# "TO EACH, HIS OWN"...



ONE or another of our five star plans covers about every contingency that has a bearing on profitable selling.

1. Where low purchaser rate is the important factor—we suggest the **CONSUMER ECONOMY PLAN★**
  2. If the dealer wishes to be relieved of responsibility on the purchaser's account, we suggest the **NON-RE COURSE PLAN★**
  3. Where the middle of the road course is desired . . . we suggest the **LIMITED LIABILITY PLAN★**
  4. The most acceptable plan by experienced dealers has been the **DEALER RESERVE PLAN★**
  5. For the more conservative dealer, who wishes to obtain more adequate protection . . . we suggest the **DEALER PROFIT SAVING PLAN★**

One of these five plans is bound to have exactly what you want. Ask your Commercial Credit representatives for details.

## **Steel Balks Production Boost In Water Heaters**

WASHINGTON, D. C.—Additional steel is the only item needed to increase production of water heaters for the Veterans' Emergency Housing Program and other essential needs, the Water Heater and Tank Industry Advisory Committee said at a recent meeting with the Civilian Production Administration and the National Housing Agency.

Sufficient plant capacity and labor are available to produce needed quantities of water heaters if steel can be supplied, the committee said. The committee did not think it necessary to have a premium payment plan to increase production of lower-cost water heaters for veterans' homes. It said that raw material supply was the only bottleneck limiting output.

Water heaters are being channeled into veterans' housing to a greater degree since they were put on Schedule B to CPA's Priorities Regulation 33 on Oct. 14, government representatives said. The schedule provides that distributors of specified water heaters must set aside 60% of each shipment received to fill HH and other rated orders from users.

Total requirements for water heaters this year, exclusive of quantities needed to fill supply "pipelines," are estimated at 2,639,000 units, government representatives said.

Total production for 1946 is estimated at 2,681,000 units, if the current rate of production is not interrupted. Requirements for all essential needs in 1947 are estimated at 2,807,000 units. The industry has an estimated production capacity of more than 3,000,000 units annually.

## **Keeps Salesmen Up-to-Date**

Home Address (Please Print)		Salesman				
Prospect (Please Print)	Phone	Date				
Business Address		Phone	Occupation			
Res. <input type="checkbox"/>	Flat <input type="checkbox"/>	Apt. <input type="checkbox"/>				
Type Home	Size Family	Children	Type Appliance			
Survey <input type="checkbox"/>	Floor <input type="checkbox"/>	Personal <input type="checkbox"/>	User <input type="checkbox"/>	Exhib. <input type="checkbox"/>	Cooking School <input type="checkbox"/>	S.V.B. <input type="checkbox"/>
Source of Prospect—Please √ in Block Following Source						
Remarks						
<hr/> <hr/> <hr/> <hr/>						

# New Prospect Card Supplies Complete Information for Follow-up Calls

ST. LOUIS—A new prospect card, which tells the complete story on any potential appliance buyer so well that any salesman in the appliance department may put the information to use, has been devised by Scruggs, Vandervoort, Barney, Inc., local department store.

The new card developed out of a need for information on prospects, so that one salesman could take up where another one left off.

Featured aspect of the card is that one complete side is devoted to results of interviews with the prospect. In the space provided, the salesman lists the reasons that the sale could not be closed at that time and the date set for the next interview. With this information, another salesman who might be assigned to the prospect, can build his sales talk to overcome these reasons.

talk to overcome those reasons.

The other side of the card is ruled off into boxes. At the top left is written the home address of the prospect rather than his name. This permits the cards to be filed by city areas rather than alphabetically, thus simplifying routing of the salesmen's daily work.

## MEN'S DAILY WORK.

Beneath the home address, is the prospect's name, his telephone number, business address, and occupation. To the right of the home address is the name of the salesman who made the original contact and the date of that contact.

Below this information is recorded the type home the prospect has, the size of his family, the number of children, and the type appliance he desires.

Then is recorded the source of the prospect, whether from a store survey, floor contact, personal contact, user lead, from outside exhibitions, cooking school, or through another store employe.

At the bottom is a space for remarks bearing upon the original contact and sales possibilities.

Taking the card with him on his first call, the salesman fills in any missing information. If he is unsuccessful in making the sale, he records all information as to why the customer could not or would not buy at that time. By adding the date proposed for the next interview, he guides the salesmanager in assigning the next prospect call.

De Luxe model shown is stainless steel throughout. Other models have stainless steel tops with baked on white enamel or polished aluminum sides. Smooth inside surface for easy brushing off of frost. Large lid—23 x 45. Toe space

## **DEALERS WANTED**

**W. ALLEN ROGERS Industries**  
P. O. BOX 272-AC DEMOPOLIS, ALA.



Do you know all the factors that influence customer selection of home appliances? Do you know their relative importance? You'll find the answers to these and scores more merchandising and selling questions in the Durable Goods Study . . . a portfolio of information about the Great Chicago Market — a market so big that it can absorb all or part of your output. Integrated with this Study is a Sales Plan that can enable you to get your share of this multi-million dollar market . . . and do so at a profit.

Armed with this vital data, you can plan your promotional program for maximum return in the area, gear your representation to an

efficient handling of indicated sales in this responsive market.

The Study contains over two million individual answers to questions about home appliances . . . gained through personal calls on 10,850 families. We made these calls in Chicago and suburbs and in 91 cities in 5 states . . . 21 sales areas in all. What's more, we called on 2,051 dealers. They told us their merchandising and sales plans . . . and what kind of treatment they expect from their sources.

To obtain this Sales Plan and the Durable Goods Study get in touch with your nearest Tribune representative, today!



## Chicago Tribune

*The World's Greatest Newspaper*

Over 63.4% of the \$414,757,552 indicated purchases of home appliances during the first year they are available in this market will be spent by Tribune-reading families. No other medium can give you such coverage. Tribune rates per line per 100,000 circulation are among the lowest in America.

October average net paid total circulation:  
Daily, over 1,100,000; Sunday, over 1,500,000

H. N. King, Chicago Tribune,  
810 Tribune Tower, Chicago 11

E. P. Struhsacker, Chicago Tribune,  
220 E. 42nd St., New York City 17

Keene Fitzpatrick, Chicago Tribune,  
155 Montgomery St., San Francisco 4

W. E. Bates, Chicago Tribune,  
Penobscot Building, Detroit 26

**SCHNACKE**  
AIR CONDITIONING  
AND  
REFRIGERATION  
CONDENSING UNITS

**Featuring:**  
Refrigerant-cooled/  
Replaceable, Steel  
Cylinder Sleeves  
Force Feed Lubrication  
Interchangeability of  
all service parts  
Removable insert-type  
steel back bearings  
Sturdy, Compact design

These—and many other advanced features—put SCHNACKE Condensing Units out in front for dependability and economy in operation.

**5 to 50 Horsepower**  
Twenty-nine models covering the full range of high and low temperatures from 5 to 50 H. P. Illustrated above is the E Model ranging from 20 H. P. low to 50 H. P. Air Conditioning.

Engineering data sent promptly upon request from engineers, contractors, dealers and distributors.

**SCHNACKE, INC.**

1016 E. Columbia St. Evansville, Ind.

Members of the Refrigeration Equipment Wholesalers Association

Your refrigeration parts and supply house in Central New York and Northern Pennsylvania

**TED GLOU**  
**CENTRAL SERVICE SUPPLY CO.**

516-18-20 E. Erie Blvd., Syracuse, N. Y.  
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Phone 5-4000  
Phone 3-4000

## HERE'S AMCOILS TWO-FOLD ANSWER TO FOOD CONDITIONING AND FREEZING

**AMCOIL DELUXE FOOD CONDITIONER**  
Cools without Dehydration



Pat. Pend.

Only an Amcoil Deluxe Food Conditioner can do this double job—cooling and preventing dehydration at the same time. EXTRA FEATURES for complete automatic control, it maintains high humidities (up to 85%), while cooling down to 36° F. This double-duty performance not only preserves but insures a minimum waste from trimming and a maximum retention of natural bloom and freshness of meats, or on any products where dehydration is a factor. It sells itself because it pays for itself.

Also available now is the Utility Food Conditioner, designed to meet the need for a moderately priced unit for cooling and preventing dehydration.

Investigate these profit makers today. Send for bulletin FC (Deluxe) and UDF (Utility) NOW!

**AMCOIL ZERO BREEZE LOW TEMP UNIT**  
Defrosts without Defreezing



Pat. Pend.

The Amcoil Zero Breeze Low Temperature unit has a built-in device to assure automatic defrosting of the cooling coil during each refrigeration off cycle. It's something new for better preservation and storage of frozen food products at temperatures between +20° F and -20° F. It has three controls: (1) manual defrost, (2) semi-automatic defrost, or (3) fully automatic defrost.

For best results from this completely modern automatic, Zero Breeze low-temp unit, be sure you have an experienced low temperature installation man. The AMCOIL Engineering Department will make recommendations for your type of application on request.

**COMING SOON AMCOIL DISPLAY CASE FOOD CONDITIONER**



**OTHER FAST MOVING AMCOIL PROFIT MAKERS**



Especially designed for efficient cooling and preventing dehydration at temperatures down to 36° F. in all kinds of display cases. This unit can be easily installed without remodeling case.

AMCOIL SURFACE PAT. #2,402,262

**DEALERS  
JOBBERS**  
STOCK THIS  
COMPLETE  
LINE  
ACT TODAY

MANUFACTURERS' REPRESENTATIVES

J. J. Madden, 212 Madison Street, Dedham, Massachusetts  
William D. Keefe, Chaffee, New York  
J. E. Oliphant & Co., 505 Ulster Blvd., Marion, Ohio  
Robbins-Greenwood Co., 3104 Main Street, Houston 4, Texas  
J. York Feltel, 813 Howard Ave., New Orleans, Louisiana  
William C. McGuire, 691 Yorkshire Road, N.E., Atlanta, Ga.  
A. J. Nelson Co., P.O. Box 2244, 1635 Blake St., Denver, Colo. (Cherry 4131)  
Russell Sales Co., 1421 S. Broadway, Los Angeles 15, California, and  
1553 N. 37 St., Seattle 3, Washington

**AMERICAN COILS CO.**

25-27 Lexington Street • Newark, N.J.

DISTRICT OFFICES  
Philadelphia Office:  
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280 N. 15th Street  
Phone: Rittenhouse 6-9563

Chicago Office:  
H. C. Moore, Mgr.  
215 W. Ontario Street  
Phone: Superior 4-589

"But the need is just as great—and far more compelling—for that engineering to be done now, and not 10 years from now."

"Just as a million-a-year production market awaited the truck when it had adequate roads and had been properly engineered, a tremendous market awaits the refrigeration industry in home holding boxes for frozen foods, when the industry solves the engineering of efficient and compact, low weight, high capacity, refrigeration machinery for truck use, to insure proper and adequate transportation."

"The present builders of truck refrigeration are not to blame. They are doing a good job—just as good a job as is possible with the material they have to work with today—and are going a long way toward making low-temperature hauling possible and profitable. But they need help from the big fellows who engineer and build the compressors and condensers and other basic equipment."

"Automotive News still claims that there are more people in refrigeration than know less about low-temperature hauling than about any other phase of refrigeration."

"So—come on refrigeration industry—let's get going on some properly engineered low temperature refrigeration units for trucks. And quick!"

### Dr. Schlumbohm

One of the fabulous characters associated with our industry is Dr. Peter Schlumbohm. Years ago we discovered this extraordinary individual, and his name has appeared in this column several times. Now Mr. Luce's Time has discovered him, too. Quote:

"In a narrow side street in lower Manhattan is a drab, recessed doorway that bears the legend: 'Dr. Peter Schlumbohm. Walk One Flight Up.' In a loft upstairs is a bright, orderly array of glass, aluminum, cork, plastics, cartons, and laboratory gimmicks. Off to one side is the rough-lumber worktable at which Dr. Schlumbohm, 50, a large (225 lbs.), hearty man with a bellowing laugh, has worked out 1,000 inventions. Last week he was fondling two newborn brain children: the Tubadipdrift, a combination coffee-maker-teamaker and cocktail mixer, and the Tempot, a combination fireless cooker-ice cream freezer-frozen food locker-foot bath-thermos chest-dishwasher-air conditioner and, bachelor's chef. They will probably make their way without trouble in the commercial world, just like Dr. Schlumbohm's (rhymes with slum bum) other oddly named gadgets. Some of them:

"Minnehaha, a cocktail mixer which lets cocktails breathe.

"Cinderella, a conical garbage pail with custom-made wax-paper linings that looks like a trophy.

"A frying pan that never needs to be washed.

"A lidless, almost completely enclosed hot-water kettle which looks like an inverted mushroom.

"But Dr. Schlumbohm's pride and joy is Chemex, a glass coffeemaker that looks like an angular hourglass. Dr. Schlumbohm, who drinks six cups of coffee a day, invented it because he was sick of bad coffee. Said he: 'With this, even a moron can make good coffee.'

"But Dr. Schlumbohm's gadgets are not for morons only. Nor are they cheap. His dozen-odd household appliances, which are the only inventions he manufactures, look like no utensils in the ordinary kitchen, have been frequently exhibited by

\*\*\*

the Museum of Modern Art. He thinks this only natural because 'If you make a thing as simple and efficient as possible, it is bound to be beautiful.' And, he has also found, highly profitable. His sales of Chemex (\$3.50 to \$12) reached \$200,000 last year. His Tubadipdrifts (\$7.50 and \$9.50), and Tempots (\$135) should boost this year's sales well over last year's \$300,000.

"They would be much higher except that Dr. Schlumbohm abhors Big Business, feels it is handicapped by inertia, conservatism, and carload mentality. When he gets tired of a product he stops making it, invents a new one. He has no big factory. He farms out the actual manufacturing to such companies as Corning Glass and Alcoa, pays eight girls to assemble the parts of his Fahrenheitor products in the small loft. He has drawn up and filed the 300 patents he holds in three languages (Dr. Schlumbohm thinks it takes about 1,000 inventions to produce a dozen profitable products), writes his own advertisements with coined words like 'beautility,' does his own selling.

"He invents mainly because he loathes tedious labor. A Ph. D. in physical chemistry from the University of Berlin, he invented his way around Europe (selling the patent rights to support himself), finally decided in 1935 to settle in the U. S. because 'per unit of energy expended, the returns here are the greatest.' But he has not succumbed to America's clock-punching bustle. He eats breakfast late, often does not get to his office till 5 p.m., often quits work at 6, always drinks a bottle of burgundy with dinner to drive out any traces of tedium. He never eats lunch, thinks it 'the most godawful impediment to efficiency in this country.' His only ambition, which he thinks he has achieved, is 'to keep mentally well-shaved.'

### Every Man to His Own Taste

One of the best arguments for the preservation of the American Free Enterprise System—which protects the Right of Individual Choice—is the fact that tastes differ so much. Take tastes in beauty, for example. If all men agreed on a single standard of feminine pulchritude, billions of women would go through life unmarried and unloved.

The following letter and picture are inserted without further comment.

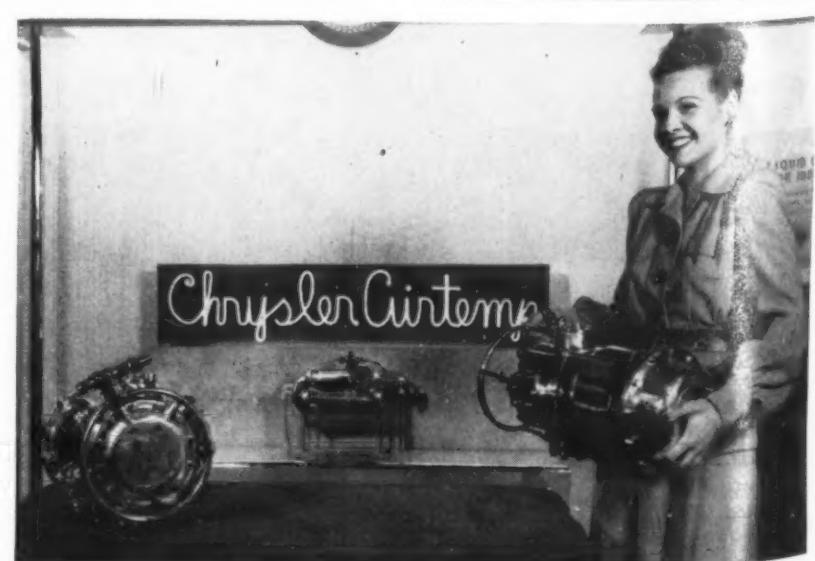
Chrysler Airtemp Sales Corp.  
Cleveland 14, Ohio

Editor:

I would like to comment on the fine coverage given the All-Industry Show in your last two issues, but was chagrined to note you listed the many beauties (female) at the various booths, and failed completely to mention the fact that we had for extra color at our booth during publicity shots, etc., Maxine Mayes, who was elected "Miss Aviation" by Miami, Fla. for the year 1947. I am certain after viewing the enclosed picture that you will admit she was one of the real beauties at the Show, on or above the par of displays of feminine pulchritude at the Show.

Please find attached one of the pictures in which Maxine Mayes was used. (I thought you might like to use it in the NEWS), which to my way of thinking really sets off two extraordinary beauties, i.e., the recently announced Chrysler Airtemp 1½-hp. sealed radial compressor, which she is holding, and "Miss Aviation."

C. W. MILLSON,  
Regional Manager



Maxine Mayes, "Miss Aviation" of 1947 is seen at the Airtemp booth during the recent All-Industry Show holding one of the firm's new 1 1/2 hp. radial compressors. (See letter in column 5 above.)

**'Colossal' Is the Word for This Installation**

Quite in keeping with such Hollywood adjectives as "colossal" and "terrific" is the installation, by Weber Showcase & Fixture Co., of a completely refrigerated self-service delicatessen section in the Hollywood Ranch Market, Hollywood, Calif. Fifty-two feet in length, the refrigerated section provides the equivalent of twenty 10-foot self-service display cases. Featured in its construction are the fluorescent lighting, simplified door catch, and the concealed hinges, which made it possible to reduce the size of millions to a fraction of their former width. Result is a well-lighted plainly visible interior, easily accessible to customers.

**Nebraska Locker Plant, Appliance Firm, Food Storage Business Expansions Are Recorded**

LINCOLN, Neb.—Expansion of the frozen food locker business continued in full swing in Nebraska in November, while several new appliance firms were incorporated and major commercial refrigeration installation plans announced.

At Lincoln, the newly remodeled and enlarged Belmont Shopping Center, 12th and Belmont Sts., was opened for business and included a locker plant, grocery, and hardware. The locker plant machine work and metalizing was installed by the Hester Commercial Refrigeration Service of Lincoln.

The DuTeau Co. of Lincoln, which handles a complete line of major home appliances, was incorporated with a capital of \$250,000. Incorporators are Alfred A., Ellsworth F., and Edwin J. DuTeau, all of Lincoln.

**How Proper Filter Equipment Plays Part In Water Cooler Sales**

By A. A. Zollo, Filtrine Mfg. Co.

Since today's public demands the ultimate in sanitation and design, filters become a very important factor as accessory equipment for pressure type electric water cooler installations.

In any drinking water equipment, the purity and clarity of the water dispensed is just as important as volume and temperature. If the water is not clear and attractive to drink, the best cooler has failed in its purpose.

Filters, therefore, are the safety valves that insure user satisfaction.

It is agreed that the municipal water supply in the average community is free from harmful bacteria, and it must also be agreed that the water as it leaves the filtration and treatment plants of the average city water company is fairly clear. But as the water progresses from the point of treatment through miles of aged street mains, building plumbing and house tanks, vegetable matter has grown and multiplied.

In addition to this growth, the water picks up from the piping and tanks various assortments of iron and other suspended impurities. Some water supplies require the injection of chlorine and copper sulphate as a part of the purifying treatment.

Overdoses of this treatment are often unavoidable, imparting distinct taste and color to the water.

From this it will be seen that filters are actually required, both from the viewpoint of the buyer and seller. Located immediately at the dispensing point, in order to remove all accumulation of suspended matter, and also to absorb and remove the odor and taste, they render the water as it leaves the cooler, pure, sparkling, and free from odor and taste.

Filters play a most important part with those companies who make it their business to rent as well as sell electric water coolers. Many distributors have increased their sale of electric water coolers materially by promoting their sales to new or established companies who rent or sell electric coolers.

**New York Commercial Group Names Officers**

NEW YORK CITY—Joseph S. Lipack of Super-Cold N. Y. Co., Inc. has been elected president of the Commercial Refrigerator Distributing Association, Inc. for 1947, it was announced here.

Other officers elected for the coming year are: John Poth of A. C. Wicke Mfg. Co., vice president; E. C. Newton of Engineering & Refrigeration Co., secretary; and Barney Berch of Schultz Associates, treasurer.

Harry Culbertson of McCray Refrigerator Co. was named to fill the only vacancy on the board of directors. He will serve a three year term.

Other members of the board are: Mr. Newton, Mr. Lipack, Mr. Poth, and Clayton Webb of C. V. Hill.

The Association, covering the greater New York and New Jersey area, is said to include every national commercial refrigerator manufacturer doing business in that area. The organization is in its second year of operation.

Mr. Lipack served as secretary of the Association during 1946.

**Bullock Supply Co. Plans Outlet In Birmingham, Ala.**

EVANSVILLE, Ind.—The Bullock Refrigeration Supply Co., refrigeration supplies wholesaler with main office and warehouse here, has announced it will open a branch office in the near future at Birmingham, Ala.

**THE MAN FOR THIS  
SALES-MANAGER OPENING  
MUST BE ACCUSTOMED TO EARNING  
\$15,000 A YEAR OR MORE**

This rapidly expanding manufacturer of quality packaged Air-Conditioners presents a splendid opportunity to a man of unusual vision and ability. This man will develop and manage an extensive sales organization. He should have a sound knowledge of the Air Conditioning and Refrigeration Industry. A previous record of successful sales and sales management is prerequisite.

Address reply to Box 2163  
AIR CONDITIONING & REFRIGERATION NEWS  
450 W. Fort St., Detroit 26, Mich.

*Your Pointer*

**TO QUALITY**

There's one of Kelvinator's 50 supply depots near you, carrying a *complete* line of refrigeration parts and supplies . . . answering a long-felt need in the refrigeration supply field.

Quality products, competitively priced—ready for delivery if you call, or mailed promptly on receipt of your order at the Kelvinator depot in your vicinity.

**Kelvinator**  
DIVISION OF Nash-KELVINATOR CORPORATION, DETROIT

CONDENSING UNITS  
REFRIGERATION PARTS AND  
SUPPLIES

BUY KELVINATOR FOR ALL YOUR REFRIGERATION REQUIREMENTS

## Firm Changes Name to Seeger Refrigerator Co.

ST. PAUL—Name of the Seeger-Sunbeam Corp. has been changed to Seeger Refrigerator Co. to eliminate some confusion resulting from the name "Sunbeam" also being used by

another manufacturer, the company has announced.

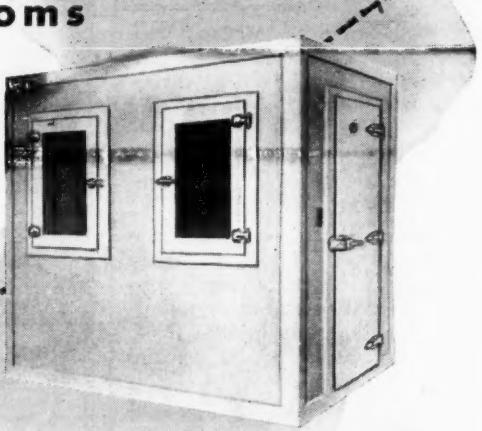
There has been no change in personnel or policy, it was announced. Seeger manufactures the Coldspot refrigerator for Sears-Roebuck in addition to the Seeger commercial line. General offices are located in St. Paul, with factories here and in Evansville, Ind.

## York Gives 15 Cent Dividend

YORK, Pa.—The Board of Directors of York Corp., refrigeration and air conditioning equipment manufacturer, has declared a dividend on its capital stock of 15 cents per share, payable Jan. 15, 1947 to stockholders of record at the close of business Dec. 3, 1946.

# CONSTANT DEPENDABILITY in Walk-in Cooling Rooms

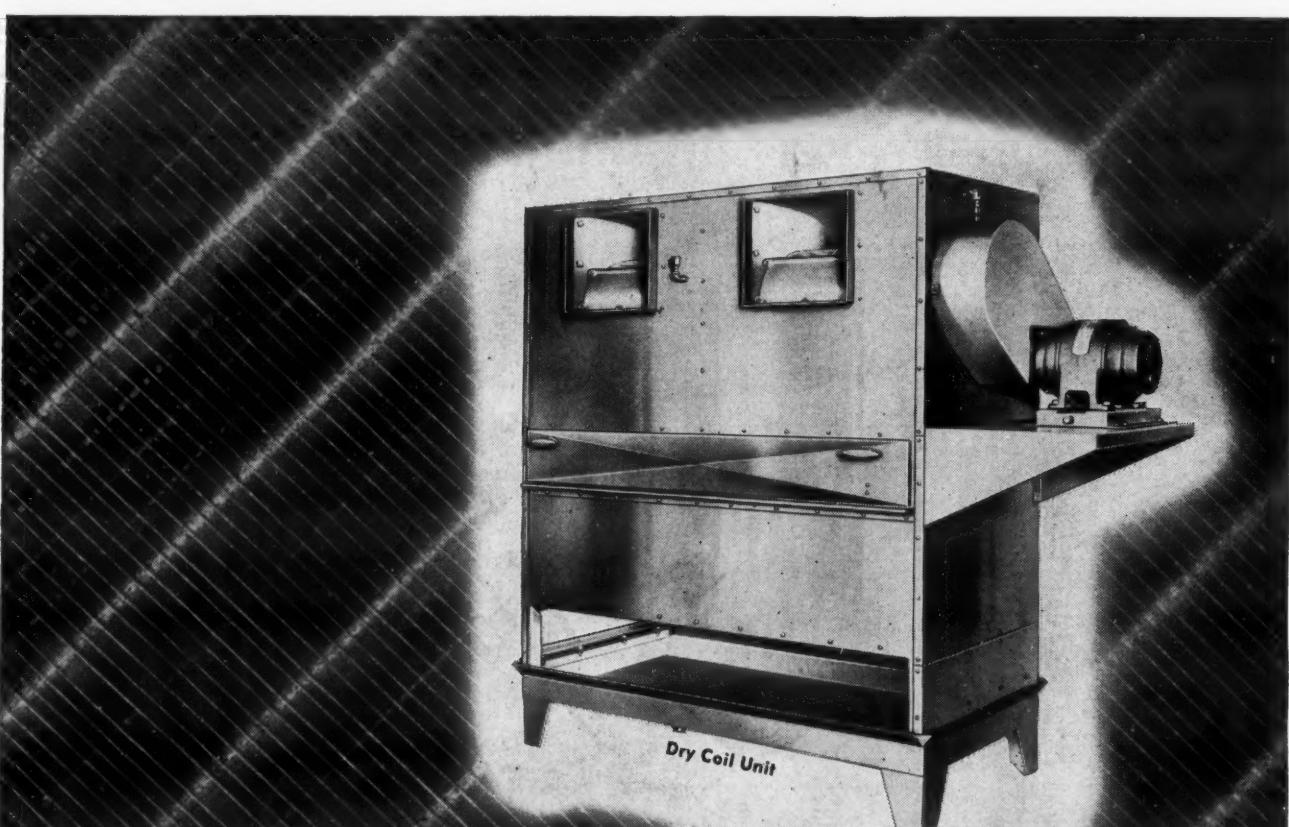
Because they are well-built in every detail and equipped with balanced coils and condensing units, they assure market operators of thoroughly dependable performance in the storage of perishables.



One member of a complete quality line... designed to be salable in volume at a profit.



VEGETABLES • DAIRY CASES • REACH-IN  
REFRIGERATORS • WALK-IN COOLING ROOMS •  
MEAT & DELICATESSEN DISPLAY CASES •



## INDUSTRIAL COOLERS-15 SIZES

### DRY COIL AND BRINE SPRAY TYPES

- 1000 to 24,000 CFM—Floor type
- Galvanized frame and pans—Sectionally built
- Variables: (1) Coil surface—Refrigerant feed
- (2) All refrigerants
- (3) Defrost sprays optional
- Conservatively rated—Competitively priced

Write for Bulletin 403

## MARLO

### HEAT TRANSFER SURFACE

Ball-Bonded Blast Coils—Cooling and Heating • Air Conditioning and Refrigeration Apparatus Industrial Blower Units • Unit Coolers • Evaporative Condensers and Coolers • Low Temperature Apparatus • Cooling Towers

MARLO-HEAT TRANSFER  
Since 1925

# MARLO COIL COMPANY

ST. LOUIS 10, MISSOURI

## Crown Refrigerator Corp. Starts Production On Home, Farm Freezers, Coolers, Reach-ins

METUCHEN, N. J.—Crown Refrigerator Corp. here, organized last May, announces that it is now in production on home and farm freezers, dry beverage coolers, stainless steel reach-ins, and commercial refrigeration equipment.

In reporting completion of the concern's manufacturing investment, J. M. von Bergen, president, said that first models are coming off the production line and that product catalogs will be available soon.

At the same time, he disclosed that plans are being formulated for the construction of 40,000 sq. ft. of additional manufacturing space and warehouse area.

Located opposite the new Ford plant, Crown Refrigerator's plant here now comprises 15 acres of land, with a separate administration building and a total of 50,000 sq. ft. of manufacturing area. Railroad sidings are arranged for a flow of material from the receiving end of the plant to the shipping stations at the warehouse.

"Considerable time has been spent in organizing the engineering, manufacturing, and quality control divisions," Mr. von Bergen said. "One of the most modern refrigeration plants in the east has been set up to produce a product which is designed and constructed to give maximum efficiency and service with customer appeal."

The metal fabricating section is described as having been set up with all power equipment, progressive dies, resistance-welding equipment, and the latest air-operated equipment for polishing and buffing metal parts.

It is explained that all assembly operations are completed on a continuous conveyor line and that air-operated tools, mechanical-handling equipment, and quality inspection insure a consistent quality product. Water wash spray equipment, treatment of metal for bonding, and infrared baking, according to the firm, insure a finish of depth and durability.

"After installation of compressor units," it is pointed out, "a permanent record is kept of the operating characteristics of each unit at the normal operating temperature and the required time to reach that temperature."

A graduate mechanical engineer, Mr. von Bergen was a manufacturing executive with the appliance and merchandising division of General Electric for 12 years prior to joining Crown Refrigerator.

## Refrigerated Display Case Sells Wedding Cake

ST. LOUIS—An unusual refrigerated display case, set to the right of the main selling counter of Wotka's Pastry Bake Shop, St. Louis, does a constant "extra selling job" in connection with ceremonial cakes, wedding cakes, and other deluxe specialties.

Thomas Wotka, head of the bakery, has used the refrigerator for several years to give everyday customers an idea of the specialty baking which the bakery can provide upon order.

"It is merely a matter of showmanship," he pointed out. "Showing beautiful \$25 cakes in this way may not result in immediate sales to people who are merely coming in for a bag of cookies or a loaf of bread—but when the time comes for a wedding, congratulatory dinner, etc., in their own families, they will not forget. A lot of our sales have been made to people who state vaguely that they simply remembered seeing an attractive pink and blue cake in our refrigerator at some time or another."

The display refrigerator, which Mr. Wotka had especially constructed for the purpose, is 7 ft. high by 4 ft. wide by 4 ft. deep, and is covered over with glistening white plate glass. Removable shelves make it possible to put a six-layer wedding cake, trays of pastries, or a huge ceremonial cake artistically hand-frosted on easy display.

The case is kept refrigerated to a moderate temperature, to preserve icing, whipped cream, meringue, etc., which is used in trim. Only a few of the specialty cakes ever find their way into the case—invariably those of which Mr. Wotka is most personally proud. He estimates that as many as 100 new specialty cake customers per year have been developed through this "extra display."

## AIRSERCO'S famous THERMOSTATIC CONTROL TESTER



Detects thermostatic control defects without removing the control from its cabinet

Save blind tampering with thermo controls and eliminate guesswork with this time-and-labor saving device. The only instrument of its kind now approved as standard in the refrigeration service field.

AIRSERCO THERMOSTATIC CONTROL TESTER is now a 'must' for the shop and service man. It attaches by means of a quick connector to any small refrigerant service cylinder—uses for its operation Liquid Methyl Chloride, or "Freon F-12." This handy chrome plated pocket-size instru-

ment services ALL makes of thermostatic controls. ★Quickly indicates cut-out and cut-in temperatures and detects ANY defect without removing the control from the cabinet. ★Comes complete with pocket case, bulb adaptor and temperature chart. Model A100 . . . . . \$19.50

Now equipped with  
replaceable Ther-  
mometer and clean-  
able Orifice Tube.  
These parts carried  
in stock at all times.

Write for descriptive folder  
Representatives in Principal Cities



AIRCRAFT  
SERVICE COMPANY  
435 Melwood Street Pittsburgh 13, Pa.

## Suburb Branch Store Dealer Rents Trade-ins to Prospects To Retail Appliances Who Have Signed up for New Boxes

MILWAUKEE—The Boston Store has become the first local retail organization of its kind to open a branch in an outlying suburb with the opening of its new appliance outlet at 7116 West Greenfield Ave. in West Allis.

The new unit is under supervision of E. A. Dupke, with buying for the store under direction of Bernie Greene, appliance buyer, and John Boyle, radio buyer, who are connected with the main store. Walter A. Ricker, divisional merchandise manager, also has the new outlet under his wing.

The new unit occupies a two-story and basement building, with a main floor area of about 4,990 sq. ft. being used for sales and display. The 3,360 sq. ft. basement area is being used for storage at the present time while the second floor, approximately the same size as the main floor, is also used for service purposes.

Plans for the future, as soon as merchandise is available in suitable quantities, call for expansion into both the second and lower level floors, officials stated, indicating that this unit will perhaps expand into other home furnishings merchandise at a later date.

Store hours for the West Allis unit will run from 9:15 a.m. to 5:45 p.m. each day except Fridays, when hours extend to 9:00 p.m. in line with similar hours by other stores in this business area.

### \$60,000 Remodeling Job For Dealer Nears End

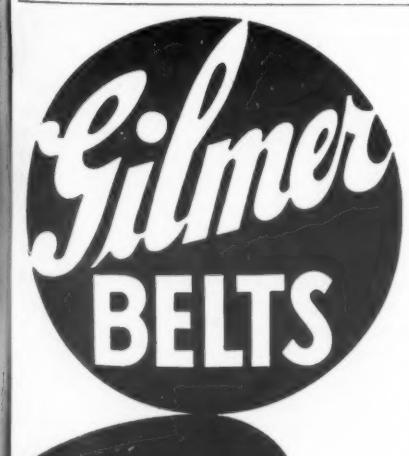
STAMFORD, Conn.—An "open house" is planned by The Downes-Smith Co., appliance and electrical contracting firm here, to mark completion of a \$60,000 project involving alterations and additions to its building at 433 Main St.

Construction was scheduled to be finished by mid-December, according to Malcolm Meyer, manager.

An all-winter air conditioning system, with a large penthouse for a summer exhaust fan, was to be installed. Specifications also called for the two-story building to be fireproofed and insulated and for installation of an elevator.

Mr. Meyer said various sections of the store would be rearranged and other changes made to facilitate operations. A parking lot will adjoin the building.

He reported that the firm's volume is running at a yearly average of about \$250,000.



### MORE DUAL-TEMP EXCLUSIVES!

#### Two Refrigerators in One

Above, a built-in freezing locker; below, a huge, purified moist cold compartment . . . as independent in their operation as though they were two separate refrigerators.

#### Two Temperature Controls

Each of Dual-Temp's two compartments has its own cooling system and its own individual temperature control. Temperature in either compartment can be varied without affecting the other. No other refrigerator can do that!

#### No Defrosting

Dual-Temp's huge, purified moist cold compartment never has to be defrosted. Completely insulated from the freezing locker, temperature never goes below freezing. No freezing, nothing to defrost.

#### No Covered Dishes

With 85% humidity maintained throughout, foods can be placed anywhere in the moist cold compartment and kept fresh for weeks without covering.

#### Sterilamp Protection

Acts like sunshine to retard mold growth, reduce spoilage due to bacteria, and combat offensive odors.

Gilmer V-Belts have every quality your customers want. They are customers built with low stretch cords, fit accurately, give efficient service. And they're made on the largest assortment of V-moulds in the world.

Gilmer V-Belts assure quick, easy sales and steady year round business. The demand now is greater than it has ever been before. Get in touch with your jobber today.

L. H. GILMER COMPANY  
Tacony, Philadelphia 35, Pa.  
Division of United States Rubber Company

## ANOTHER DUAL-TEMP\* EXCLUSIVE

### Percentage of Gross Sales Instead of Commissions Expected to Attract Store Workers of High Caliber

LITTLE ROCK, Ark.—When E. A. Manouge was recently appointed manager of the new separate appliance store of Pfeifer's, department store here, the first thing he did was to lay plans for personnel much removed from the characteristic "floaters" of prewar days.

Feeling that the commission system, with its "chiseling" and dubious claims was at fault before the war, Mr. Manouge has put this new store on an unusual system.

Instead of a flat commission per appliance sale, the 12 people on the store staff will be paid a definite percentage of the gross sales rung up by the store each month—this involving not only specialty salesmen, but clerical help as well.

With the store well situated in downtown Little Rock, and with tremendous traffic from outlying rural sections, as well as the city, Mr. Manouge figures that this system will lead to tight teamwork between all employees.

"Thus, an office typist may help to make sales through encouraging her friends and associates to buy at the store," Mr. Manouge said, "instead of merely turning the prospect over to a salesmen who will gain all profit by the contact. Everybody

will have the same opportunity to profit by helping the store to make volume sales—completely eliminating the 'prima donnas' who are bound to appear otherwise."

Thus, although individual commissions of 10% or so are entirely out of the picture, gross commissions of 4% to 6% will supplant them—amounting to much more over a month's time.

### General Stores Acquires 7 More Sales Outlets

PITTSBURGH—General Stores, division of Eastern Gas & Fuel Associates, has announced the purchase of seven stores formerly owned by the Service Stores Corp. Eastern Gas & Fuel Associates is an affiliate of Koppers Stores.

The stores are located in Ellsworth, Cokeburg, and Marianna in Pennsylvania and Barrackville, Idaho, May, Carolina, and Richard in West Virginia.

No changes in personnel or merchandising policy are contemplated, but plans call for modernization of the stores.

**Completely insulated . . . what a world of difference that makes! Because Dual-Temp's Freezing Locker is completely insulated, there is no "spill-over" of cold into the food storage compartment below. Even with the freezing locker continuously set at 15° below zero . . . the sub-zero temperature required to efficiently freeze many foods . . . there's never any danger of freezing foods in the moist cold compartment. Only Dual-Temp is built that way! Only Dual-Temp's Freezing Locker has been officially approved by Birdseye-Snider for safely storing commercially frozen foods!**

**REMEMBER, ONLY..**

**Admiral.**  
CAN BUILD A DUAL-TEMP REFRIGERATOR

**10 DAY SERVICE****Factory Rebuilt Units \$39.95**  
(ALL MODELS EXCEPT "C")

- Genuine Grunow Parts.
- Guaranteed 6 months.
- Just unfasten bolts holding board and ship complete.

**GRUNOW**  
AUTHORIZED SERVICE, INC.  
4315 W. Fullerton Ave., Chicago 49, Ill.

**PURO** ELECTRIC WATER COOLERS

BRANCHES IN PRINCIPAL CITIES  
MAIN OFFICE 440 LAFAYETTE ST. New York 3, N.Y.  
**PURO FILTER CORP. OF AMERICA**  
DRINKING WATER SPECIALISTS FOR 40 YEARS.

**"RECOLD"**  
WATER DEFROST**REFRIGERATION ENGINEERING Inc.**  
LOS ANGELES - CALIFORNIA**Free Laundry Service for Appliance Store's Waiting-List Customers Has Competitors Talking**

C. Dauchy Thorne watches while customer's laundry is washed.

TROY, N.Y.—An appliance dealer who believes in servicing his customers while they await delivery of merchandise is C. Dauchy Thorne. In a 20-in. advertisement appearing in *The Times Record* here, Mr. Thorne offered to wash the laundry of all persons having ordered from him a Bendix washer.

The advertisement read, in part: "It is for you while you are shopping downtown, absolutely free. This offer continues in effect until your

new machine is delivered. Only C. Dauchy Thorne offers this service."

Effect of this promotion on competitors was stated succinctly by G. W. Henzel, president of Henzel-Powers, Inc., Albany distributor:

"Right after the ad appeared, every appliance dealer in town was talking about it—some favorably and some unfavorably, but they did talk about Bendix and this particular dealer. It did bring people to his store."

**Planning, Construction, Equipment, and Financing for Homes Offered by One Firm****Local and National Concerns Cooperate 100%, Says President of Buffalo Home Planning Enterprise**

BUFFALO—A new complete home improvement service, in which the merchandising of electrical appliances plays an important role, has been opened by the Complete Home Improvement & Equipment Corp. here.

Probably the first of its kind in the country, the service is based on the principle of one responsibility for home planning, construction, equipment, and financing.

Located near the heart of the downtown area on a main thoroughfare, Delaware Ave., corner of Virginia St., the firm is housed in one of the most unusual merchandising establishments in western New York. The building is a former residence which has been converted into an ultra modern business establishment containing display rooms, consultation rooms, model kitchens and laundry, and private offices. More than \$30,000 was spent in the remodeling work.

**CUSTOMERS SEE MOVIES**

Persons interested in home improvement first enter a reception room where they are interviewed regarding their needs and desires. Off of the reception room is a projection room for still and motion pictures. The 25 seats are used for training the salesmen and showing groups of prospective customers the latest films supplied by national advertised appliance and home equipment manufacturers. The wall between reception room and the consultation room can be closed.

The prospects are qualified in the reception room, and if it appears they already own a house to remodel or a lot on which to build, they are escorted into an adjoining conference room by a salesperson fully capable of discussing home building problems and suggesting solutions.

In the conference room, the prospects are seated in one of a series of groups consisting of tables and chairs facing display fixtures on the wall.

Specially designed wall fixtures for displaying interchangeable blown-up colored pictures 28 in. high and up to 8 ft. in width are lighted by a continuous overhang of fluorescent strip lighting.

**PICTURES STORED IN BINS**

Below the pictures, which are kept at eye level, are storage bins built into the walls, which tilt forward similar to the old fashioned flour bins. Thus, at a moment's notice, the salesman can reach into the proper bin and bring out any series from hundreds of pictures to show the customer exactly what he or she may want in the lines of home improvement.

The salesman guides the customer through the whole procedure necessary in home remodeling or improvement. This includes considerable emphasis on home appliances which are scheduled to constitute a large portion of the new firm's business volume. Complete advice is given on the planning and equipping of the modern kitchen and laundry and the customer is able to see these setups in actual working order in the same building.

Unique display windows constitute an important phase of the appliance merchandising program. Facing the main thoroughfare is an all-glass show window with 17-ft. front and 10-ft. depth. There are no visible supports as the roof of the show window is cantilevered out from the old building, extending to the street lot line. This window is given over entirely to appliance displays.

Immediately inside of this is a

footlight trough, which lights the merchandise from below, in addition to the regular overhead window lights. Inside of this is a 7-ft. circular platform on which will be mounted a refrigerator and range, back to back, which revolves about four revolutions a minute.

**PROJECT GETS FULL COOPERATION**

Henry S. Henschel, president of the Complete Home Improvement & Equipment Corp., and originator of this method of presentation, said that national suppliers of electrical appliances and other equipment are cooperating 100% in the program of supplying the best of their ideas in picture form.

Where these national concerns maintain a showroom in Buffalo, their model rooms are put at the disposal of the salesmen and customers of the new firm. The company makes no charge to customers for discussing and coordinating all the various services that go into the remodeling job, but they do limit this service to customers who will purchase appliances and home equipment from them.

Local architects, landscape engineers, interior decorators, etc., are employed on a regular fee basis. The planning and sketching services maintained by national organizations is included in the service offered the company's customers.

**MAINTAIN WAREHOUSES AND MILLS**

The company maintains its own warehouse and mill in an industrial section of the city. Here will be stored carload lots of appliances and equipment which are rechecked, delivered, and installed by specially trained crews. They also have power woodworking and metal working tools for building custom jobs and fitting standard units into unusual situations.

Mr. Henschel has been developing this complete home service idea for many years and has what is one of the most complete collection of home furnishing pictures ever assembled. It was from these pictures that the company's unique collection of blow-up display photos was made.

The company does not rely alone on chance business dropping in. It has 30 salesmen covering five counties in western New York. These salesmen meet every morning at company headquarters for a sales conference before starting out on their territories.

The company also uses F. W. Dodge leads from reports of sales of old residences and new building permits. In addition, the company has compiled a list of about 10,000 names of people who have purchased homes in the past five years but who have not yet been able to remodel them.

The firm has made arrangements for long term financing through local banks and finance agencies and has a close liaison with FHA financing facilities. The company requires a down payment of 25% on all appliance and equipment orders to guard against defaults later on when the merchandise becomes available.

**New Appliance Dealer Opens**

MILWAUKEE—The R. R. Kaling Electrical Supply Co. has been incorporated at Milwaukee by Urban R., John A., and Lawrence M. Wittig, to deal in electrical appliances, equipment, and supplies. A capital stock of 500 shares at no par value has been authorized.

**IT'S A NEW ONE!**  
Just write on YOUR letter-head for YOUR copy of the NEW DEPENDABOOK today!  
**THE HARRY ALTER CO., INC.**  
1728 So. Michigan Avenue  
Chicago 16, Ill.  
134 Lafayette Street  
New York 13, N.Y.

more space  
for profits  
now... with  
**SANTOCEL**

Santocel, "the world's best insulating material", cuts conventional insulation bulk in half... adds 40%-60% (or more) storage capacity!

That increased capacity booms the profit possibilities in every field of refrigeration. Extra space means more "sell" for manufacturers of refrigerators... more earnings for refrigeration users... more payload in mobile units.

Whether you make or use refrigerating equipment, it will pay you to figure the savings, sales advantages, profit potentials in re-designing with Santocel as your insulation medium.

These Santocel extras are available to you now.

For full details, samples or technical counsel, write, wire or phone:  
**MONSANTO CHEMICAL COMPANY**, Merrimac Division, Boston 49, Mass.

**MONSANTO CHEMICALS**  
SERVING INDUSTRY WHICH SERVES MANKIND

Santocel has already demonstrated its amazing efficiency in commercial, industrial, and domestic "cold" equipment, including the following:

- 1 Domestic refrigerators with 40-80% more storage space... same outside dimensions
- 2 Home and farm zero storage units with 50-100% more capacity
- 3 Insulated tank trucks for liquid oxygen
- 4 Insulated railroad tank cars
- 5 Insulated shipping containers
- 6 Industrial freezing units (-150° F.) for shrink fitting metal parts
- 7 Insulated 1 to 2 gallon bottles for hot liquids
- 8 Insulated storage tanks for liquid oxygen, methylene chloride, etc.
- 9 Cold test instrument cabinets (-50° F.)
- 10 Insulated equipment for air transport of blood plasma

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## Nash-Kelvinator 1946 Profit Shows Slight Gain Over Last Year

DETROIT—Net profit of Nash-Kelvinator Corp. for the fiscal year ended Sept. 30, 1946, was \$2,582,274, equal to 59 cents per share, after excess profits tax carry-back recovery of \$1,080,000.

Profits without such refund were \$1,502,274. Net profit for the like period of a year ago was \$2,492,638, equal to 58 cents per share, after excess profits carry-back of \$1,245,000.

Net sales of the corporation were \$121,566,012 for the year, as compared with \$183,050,533 for the war production year of 1945.

"Such results for the full 1946 fiscal year," President George W. Mason said, "should be considered in the light of the fact that the period includes October, November, and December, 1945, when reconversion difficulties were at their height. For Nash-Kelvinator, the year was a period of substantial achievement, even though it did not measure up entirely to its promise at the beginning."

"As the fiscal year closed, production was moving slowly upward and there were indications that some of its great irregularity was being leveled out," he continued. "However, there was no assurance that the disturbances which marked 1946 had run their course. The future now depends on the ability of the country to avoid a recurrence of the crippling difficulties of the past year which forced up unit costs of production, raised prices, and prolonged shortages."

"The upswing in prices—which is dangerous and undesirable—can be checked and turned downward to sound levels again only by efficient volume production," Mr. Mason said. "Prices are primarily determined by cost of production and supply and demand. Prices that are too high stifle demand and restrict production. This results in unemployment which reduces individual income and weakens all of the props under the platform of secure and prosperous living. Only competitive, high-volume production can achieve a supply-wage-price balance and restore the progressive rise in living standards."

for  
**SULFUR DIOXIDE**  
and  
**METHYL CHLORIDE**

See Your  
**ANSUL WHOLESALER**

These Ansul Refrigerants have a long record for DRYNESS, PURITY and DEDICABILITY. You will like Ansul's friendly service.

REG. U.S. PAT. OFF.  
**ANSUL CHEMICAL COMPANY**  
REFRIGERATION DIVISION  
MARINETTE, WISCONSIN

Distribution for Kinetic's "Freon-11," "Freon-12," "Freon-21," "Freon-22" and "Freon-113"

**Certified**

BY A QUARTER CENTURY OF  
REFRIGERATION KNOW-HOW

Plan your automatic refrigeration installations for a triple advantage: Proven performance, low first cost, low maintenance cost. LIPMAN machines for dependable service in any field of commercial refrigeration are the result of more than a quarter century of manufacturing know-how. Let LIPMAN serve your needs profitably!

**GENERAL REFRIGERATION DIVISION**

Yates American Machine Co., Beloit, Wis.

**Lipman**  
AUTOMATIC REFRIGERATION

## Obeco Sets Up Shop In Old Omaha Car Barn

OMAHA, Neb.—Set up in a former streetcar barn here, Obeco, Inc. has started production on custom built insulated and refrigerated truck bodies hauling frozen foods, eggs, and other perishables.

The firm, the Omaha Body & Equipment Co., is also world distributor for Sterling transport refrigeration units, manufactured locally by the Sterling Mfg. Co.

Obeco tore up the rails in the former streetcar barn, located at 24th and Vinton Sts., and laid a new concrete floor. Some of the rails were used to build the truck body assembly line.

The firm plans to have a complete assembly line operation that starts at one end of the building and ends with the finished product at the other.

As soon as the necessary electric power installation is made, Obeco intends to arrange its heavy machinery more efficiently.

The plant employs 71 persons and

is adding personnel steadily. Leading executives of the company are: George W. Murphy, president; Ernie Webber, vice president and general manager; H. W. Everley, plant manager; and Byron Tellander, production manager.

Obeco is already shipping truck bodies in carload lots and is appointing dealers and distributors, according to Mr. Murphy.

## Wyoming Junior College Offers Refrigeration Steamfitting

CASPER, Wyo.—A class in refrigeration steamfitting has been inaugurated at the Casper Junior College under auspices of the Casper building and construction trades apprentice training service, and will become a part of the educational program of the college.

This instruction is one of the basic requirements of planned standardized apprenticeship and gives the apprentice the necessary mathematics and theory, together with the opportunity to apply it to his every day work on the job, according to Maurice F. Griffith, dean.

## Ice Cream Service Men Take Frigidaire Course

DAYTON, Ohio—A basic step-by-step home study course is being offered without charge by Frigidaire Division of General Motors to ice cream manufacturers to train service men, P. V. Sprout, service manager, has announced.

The study course, which covers the history of refrigeration, theory and principle, electrical and mechanical aspects of ice cream cabinet operation, is contained in a single, illustrated text comprised of 20 lessons. A practical test for the student service man follows each chapter. These textbooks are being forwarded to all Frigidaire district offices for distribution to ice cream manufacturers upon request.

The complete course covers construction and operation of high and low side float valve systems, operation of automatic temperature and expansion control valves and rotary unit electrical characteristics plus cabinet construction, equipment and controls in Frigidaire-equipped soda

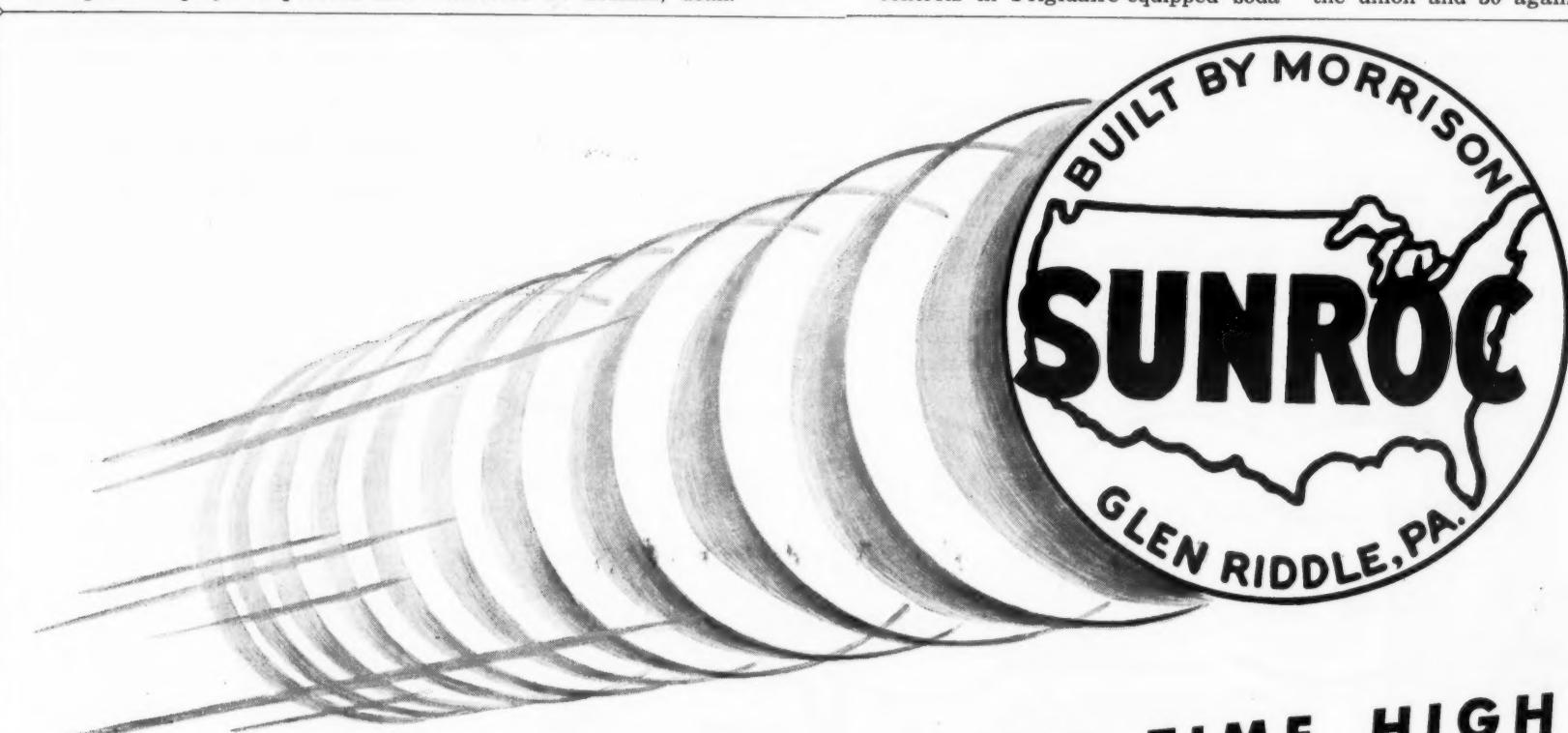
fountains. Tools and repair equipment are discussed. A training film, entitled "Service Operations On Ice Cream Cabinets," is also being distributed to augment the course.

"The primary purpose of this course," explained Mr. Sprout, "is to train men quickly in the fundamentals of mechanical refrigeration and to impart to them information necessary to properly service Frigidaire ice cream cabinets. The study has been constructed along lines of simplicity and directness so that the beginner can learn, step-by-step, as he observes and works with reciprocating and rotary-type condensing units."

## Feeders-Quigan Clerks Pick

### CIO Union As Bargaining Agent

BUFFALO—The United Steelworkers (CIO) has been named bargaining agent for the office, clerical, and factory clerical employees of the Feeders-Quigan Corp. in an NLRB election. Regional Director William J. Isaacson said that of the 64 eligible employees, 32 voted for the union and 30 against.



**SUNROC ROLLED TO AN ALL-TIME HIGH IN  
PRODUCTION AND SALES IN '46...**



*Now watch us go  
...and grow in '47!*

Today, Sunroc is the largest advertiser and most intensive merchandiser of water coolers...with even bigger plans coming up!

Sunroc is proud of the magnificent job that its plant, its distributors and dealers have done this past year—particularly in view of the serious material shortages which hampered production. But now all eyes are on 1947! Sunroc will continue to top production, top quality and top sales; will continue to back its nation-wide distributor and dealer organization with sound promotion, forceful advertising and intensive direct mail—all designed to hold and increase Sunroc's margin of leadership!

So watch us go...and grow in 1947! As specialists in water coolers, Sunroc makes the finest and most diversified line on the market. A wide range of AC and DC models to meet varying business, industrial, and institutional needs.

If you want to hitch your business to a selling star...get complete information on Sunroc's products, prospects and plans. The coupon below is your first step toward a Sunroc franchise. Sunroc Refrigeration Company, Glen Riddle, Pa.

SUNROC REFRIGERATION COMPANY Glen Riddle, Pa.	
Gentlemen:	
Please send full particulars on the Sunroc Water Cooler franchise, and your story of "One Product, One Price, One Policy."	
Name _____	Street _____
City and State _____	
I am now a water cooler dealer	
<b>"WATCH SUNROC GO AND GROW IN '47!"</b>	

## Jan.-Sept. Household Refrigerator Scoreboard

HOUSEHOLD MECHANICAL REFRIGERATORS: PRODUCTION, SHIPMENTS, AND STOCKS, JAN.-SEPT., 1946										
	Total, January- September	January	February	March	April	May	June	July	August	September
<b>Production (number)</b>	1,521,343	113,712	57,539	110,395	159,390	183,002	213,610	221,864	220,385	241,446
Under 6 cu. ft.	91,864	*	*	*	*	*	*	*	16,808	19,080
6.00-6.99 cu. ft.	229,533	*	*	*	*	20,748	32,049	38,632	32,300	36,544
7.00-7.99 cu. ft.	1,046,092	78,337	43,646	84,564	103,044	125,433	152,850	158,017	139,896	160,303
8 cu. ft. and over	153,854	*	*	*	*	*	*	*	31,379	25,510
<b>Shipments (number)</b>	1,510,533	100,701	64,609	106,667	143,351	195,934	209,725	220,255	226,248	243,042
Under 6 cu. ft.	90,805	*	*	*	*	*	*	*	16,880	18,865
6.00-6.99 cu. ft.	227,100	*	*	*	*	27,374	29,069	40,219	31,222	36,826
7.00-7.99 cu. ft.	1,042,215	70,877	44,043	82,937	99,846	120,818	149,373	154,242	151,386	158,693
8 cu. ft. and over	150,413	*	*	*	*	*	*	*	26,660	28,659
<b>Shipments (value in dollars)</b>	152,052,367	9,532,727	6,007,624	9,693,475	13,712,198	20,016,488	21,011,970	22,432,790	23,685,645	25,959,369
Under 6 cu. ft.	6,769,163	*	*	*	*	*	*	*	1,288,285	1,485,192
6.00-6.99 cu. ft.	21,836,013	*	*	*	*	2,742,270	2,690,243	3,853,745	3,074,567	3,581,799
7.00-7.99 cu. ft.	103,159,598	6,618,239	4,046,127	7,327,610	9,278,243	12,994,258	14,766,196	15,646,308	15,625,607	16,857,010
8 cu. ft. and over	20,287,512	*	*	*	*	*	*	*	3,697,186	4,035,368
<b>Stocks at End of Month (number)</b>	28,927	21,857	25,585	41,624	28,692	32,577	34,186	28,323	26,726	
Under 6 cu. ft.	*	*	*	*	*	*	*	2,143	2,367	
6.00-6.99 cu. ft.	*	*	*	*	*	*	8,066	6,479	7,557	7,275
7.00-7.99 cu. ft.	15,758	15,361	16,988	20,186	14,801	18,278	22,053	10,565	12,175	
8 cu. ft. and over	*	*	*	*	*	*	*	8,058	4,909	

\*Data not shown to avoid disclosure of the operations of individual companies.

+Revision.

## September's Production Peak of 241,000 Household Boxes Brought 9 Month Figure to 1.5 Million

WASHINGTON, D. C.—Shipments of household mechanical refrigerators continued to climb during the third quarter of 1946, according to a report released by the Bureau of the Census.

Monthly shipments registered gains in July, August, and September, rising to a postwar high of 241,000 household refrigerators, valued at \$26 million in September. During the third quarter, 690,000 units valued at \$72.1 million were shipped to bring the total for the first nine months of

1946 to 1.5 million household mechanical refrigerators, valued at \$152.1 million.

Monthly production, following closely the upward trend of shipments, rose in September to a postwar high of 241,000 household mechanical refrigerators, 13% above the previous record production in June. The total output for the first nine months of 1946 was over 1.5 million refrigerators.

Factory stocks at the end of September declined 18% below the

level at the end of June. The 27,000 household mechanical refrigerators on hand on Sept. 30 represented only three to four days shipments.

In the first nine months of 1946, 69% of all household mechanical refrigerators produced and shipped were between 7 and 7.99 cu. ft. and 15% were between 6 and 6.99 cu. ft. Only 10% were 8 cu. ft. and over, while the remaining 6% were under 6 cu. ft.

This data was compiled from reports on Census Form M52B which were received from the 14 companies believed to represent substantially complete coverage of all producers of household mechanical refrigerators, both gas and electric.

## At Chicago Sales Demonstration Meeting



Indicating how Admiral Corp.'s refrigerator production is gradually gaining momentum, Miss Willie Mae Rogers, home economics director for Admiral, is shown demonstrating the Dual-Temp to a dinner meeting of some 475 Chicago appliance dealers. Production of Dual-Temp units is expected to reach a high level soon.

## Rome Appliance Dealer Moves to Remodeled Store

ROME, N. Y.—The Lerman Furniture Co., Inc., has opened a new and larger electrical appliance and furniture store at 167-170 W. Dominick St. Lerman's remodeled one of Rome's oldest and best known buildings for the new store which features one of the largest glass installations in the state.

The glass front surmounts a unique window design devoted to distinctive appliance arrangements. A model kitchen unit is installed in the store.

## College Gives 'Professor's Outlook on Appliances To Nebraska Consumers

LINCOLN, Neb.—A "professor's" outlook on new home appliances has just been issued by the Nebraska College of Agriculture, in a summary report to Nebraska consumers.

Nebraska consumers were given the following picture:

Refrigerators—The new ones follow the old styles mostly, "largely because of the difficulty in getting new ideas." Eventually there will be boxes with two temperatures which will provide for storing frozen food in refrigerator.

Home Freezers—Many styles are being made, both chest and upright. "We are warned by experts that the market will be flooded eventually and it's doubtful whether all of them will stand up against competition. Don't be caught with an orphan freezer."

Washers—Conventional non-automatic types are the same as prewar models. New styles are all in automatic style. Top opening seems to be more popular than side opening. Portable washers are being made too.

Ironers—New ones are little different from the old style—both flat and roller types being shown.

Ranges—These, too, are much the same in style as prewar models. Nearly all have three top units and well cooker in various arrangements.

Vacuum Cleaners—Many new ones are much lighter in weight. Several types will be without the conventional bag.

## Admiral Corp.'s Operating Profit for 10 Mos. of '46 Reaches \$1,222,000

CHICAGO—An operating profit of \$1,222,000 for the first 10 months of 1946 has been reported by the Admiral Corp. here.

This profit is after provision for federal income taxes but before re-negotiation adjustments of \$137,000 on the prior year's taxes, according to Ross D. Siragusa, president.

This figure compares with a net profit of \$538,825 for the same period in 1945. It shows an earning of \$1.36 per share against \$.60 per share for the same period last year.

The increase in profit over 1945 results from estimating federal taxes on income for 1946 at \$728,500, while 1945 income taxes amounted to \$1,446,700.

Sales for the first 10 months of 1946 were \$25,394,000 as compared to \$27,482,000 last year. Sales for November, 1946 were \$3,883,000, not including excise taxes.

Mr. Siragusa also announced that a dividend of 12½ cents per share on 900,000 shares of issued and outstanding stock will be paid to stockholders on record at the close of business on Dec. 17. The dividend is payable Jan. 3, 1947.

Admiral manufactures Dual-Temp refrigerators, electric ranges, radios, and radio-phonographs.

## Kirchner Hardware Opens 2nd Appliance Store In Youngstown

YOUNGSTOWN, Ohio—Kirchner Hardware, 2700 Market St. here has opened its second Youngstown store at 2626 Glenwood Ave. The store, of which C. W. Craig is general manager, will carry major and small appliances.

## Columbus, Ohio Dealer Sets Up Separate Center for Appliances

COLUMBUS, Ohio—A separate appliance center in a two-story annex to the main store will be opened by Morehouse-Marten here. A radio and record shop will occupy a basement annex.

## HOUSEHOLD GOODS

We desire contact with suppliers of the following articles: Household refrigerators, refrigeration units, 1,000-12,000 B.t.u., with and without motor, hermetically sealed refrigerating units for household refrigerators, dishwashers, washing machines, ranges, ironers, driers, water heaters, roasters, home freezers, heating pads, automatic irons.

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INDIANAPOLIS 4, 310 TEST BLDG.  
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## Dehydrofreezing Method Saves Processor Money, Improves Product, Government Says

**Shrinkage Is Less, Taste Is Better, Laboratory Tests Indicate; New System Still Has a Few Hitches.**

ALBANY, Calif.—Dehydrofreezing, a new process that combines quick-freezing with dehydration has food specialists here all agog.

Researchers at the Agriculture Department's Western Regional laboratory, who have been experimenting with the new method of food preservation, claim that the dehydration end of it cuts the weight and volume of food in half, the quick-freezing process reduces considerably the time necessary to dehydrate foods, and thus the two combine to save the processor money. Besides that, an impartial "taste panel" at Western Research laboratory has nibbled some of the dehydrofrozen foods and thinks it "tastes grand."

### Procedure Outlined

As explained by Government researchers, the whole process is not as complicated as one might at first guess. First of all, fruits or vegetables are partially dehydrated in a drying tunnel where they are exposed to heated air. Next, the food is transported to a locker where it is quick-frozen at sub-zero temperatures. Although it was not indicated whether this process saved the food freezer any time, apparently the advance dehydration saves him space, which means less storage, shipping, and refrigeration costs.

In answer to the housewife for whom ease of preparation is all-important, the experts at Western Research laboratory contend that fixing dehydrofrozen foods for the table takes no more time than ordinary quick-frozen foods. Peas or carrots, for example, can be placed in a pan of cold water, brought to a boil, and while cooking, soak up all water removed in the dehydration process.

Although processors here are ready to predict a rosy future for dehydrofreezing, they admit a few hitches in the system are yet to be ironed out before it becomes commercially practicable. Principal wrinkle now is the fact that the amount of moisture reduction and the most favorable temperatures for the drying and freezing process vary with each food and must be carefully plotted. Asparagus, for example, failed to regain its natural

## Remedy for Sick Systems!



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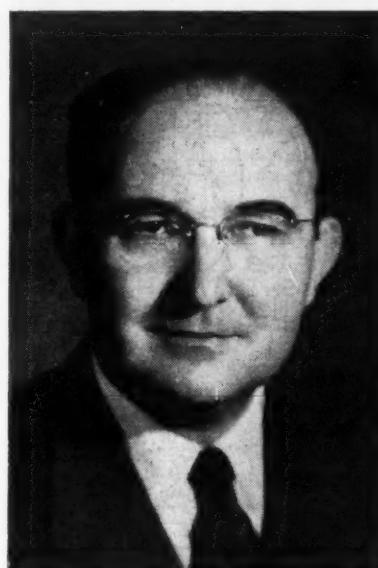
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Named Executive Vice President of Servel



HARRY NEWCOMB

EVANSVILLE, Ind.—Harry Newcomb, present vice president and assistant to the president, has been named executive vice president of Servel, Inc., it is announced by Louis Ruthenburg, president.

Mr. Newcomb came to Servel in the fall of 1934 as manager of the Commercial Refrigeration Division. In 1942, he was made vice president and manager of the Electric Refrigeration Division, and in 1943 he was appointed assistant to the president, retaining the title of vice president.

Before joining Servel, Mr. Newcomb was with Norge and Copeland.

## Dramatization, Stocked-Freezer Sales, 'Imported' Items Promote Frozen Foods

TERRE HAUTE, Ind.—Looking at his 1,000% increase in frozen food sales over 1945, Borel L. Beal, owner of the Bon Ton Food Shoppe here, attributed his success to the dramatization of these products "to the hilt."

One of Mr. Beal's favorite stunts is to offer his customers a constantly changing diet of frozen foods from every section of the country. Although this constant change of menu—sea foods from New Orleans, vegetable delicacies from the Pacific coast, cherries from Idaho, and strawberries from Nebraska—is expensive and bothersome to furnish, many customers are first tempted to try frozen foods as a result of their curiosity over some of these items, Mr. Beal believes.

In many cases Mr. Beal has written directly to the processor in order to obtain some special item; in other instances he furnishes his own low-temperature shipping cases to assure the products arriving in first class condition.

These cases are surplus military equipment, which was formerly used for the transport of blood plasma and penicillin during the war. Each of these is mounted on four wheels and has a capacity of 10 cu. ft., or enough for four or five cases of frozen foods. Special arrangements with the railroads and trucking firms have resulted in all of the shipments, thus packaged, arriving in good shape, according to the store. Where the shop formerly had only

a small reach-in food refrigerator, it now has a large three-part display unit, which consists of three 10-ft. Tyler display cases. These are equipped with a background 8 ft. high with a projecting canopy lettered "Frozen Foods" in glittering frost and tinsel.

This arrangement makes it possible to display 400 cases of frozen foods simultaneously. Realizing that it would be difficult for the customer to grasp the huge inventory at a glance, Mr. Beal has provided an all white back which shows color photographs of some 50 delicacies contained in the cabinets. Another 250 products are listed with their prices through means of celluloid lettering under the colored pictures.

Another innovation, which Mr. Beal has found effective in getting customers to start using large quantities of frozen foods, is to offer a 12-cu. ft. home freezer stocked with 50 frozen food items for \$399.50. This offer has gone a long way to increase sales of packaged frozen foods, Mr. Beal points out.

Although the Bon Ton Shoppe has no intention of becoming strictly a home freezer dealer, the increased sales volume warrants the time and effort put into the sales. The store handles its own financing and has more orders than it can fill.

At present five full-time employees are required to run the frozen food operation of the store, and Mr. Beal is planning more merchandising developments for the future.

## For PEAK PERFORMANCE On All Refrigeration Installations



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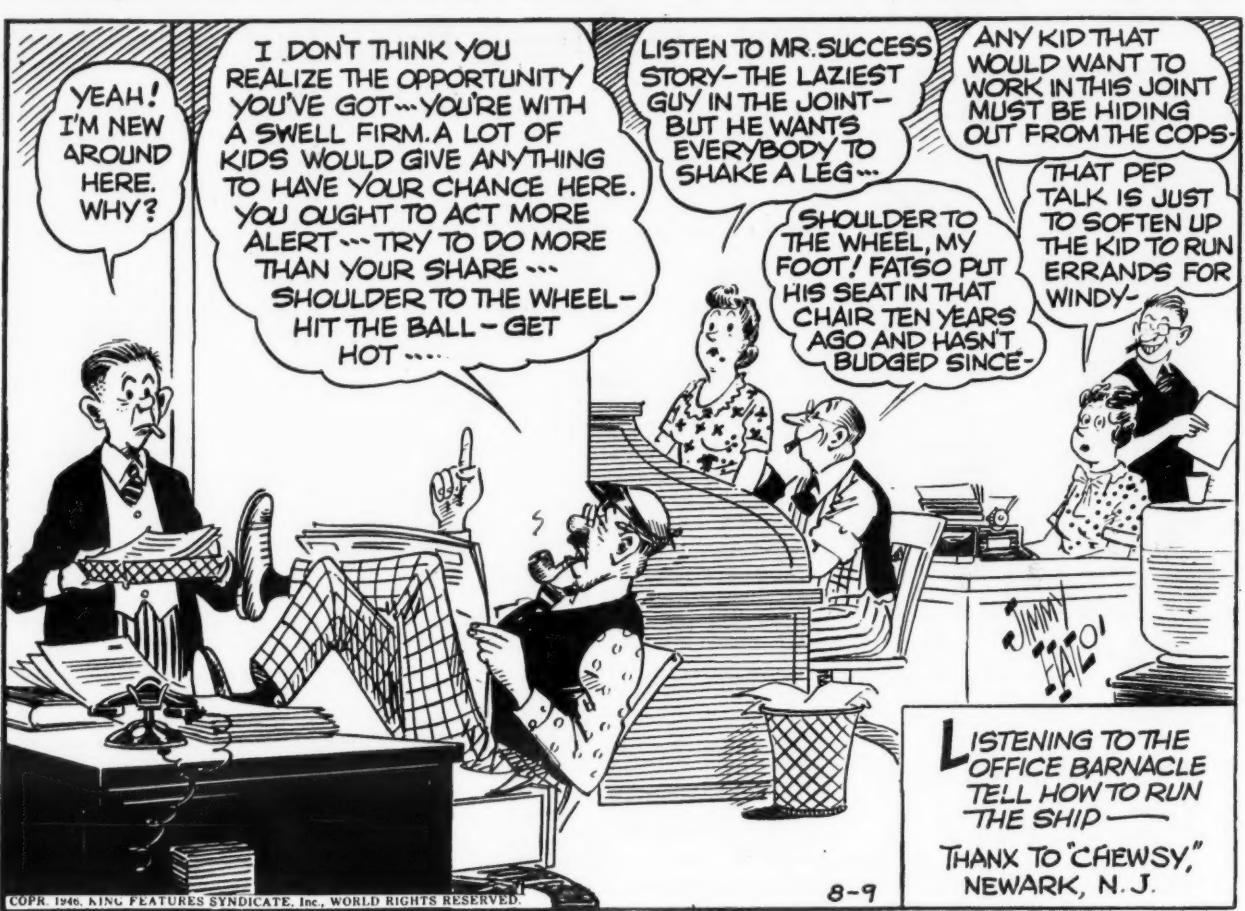
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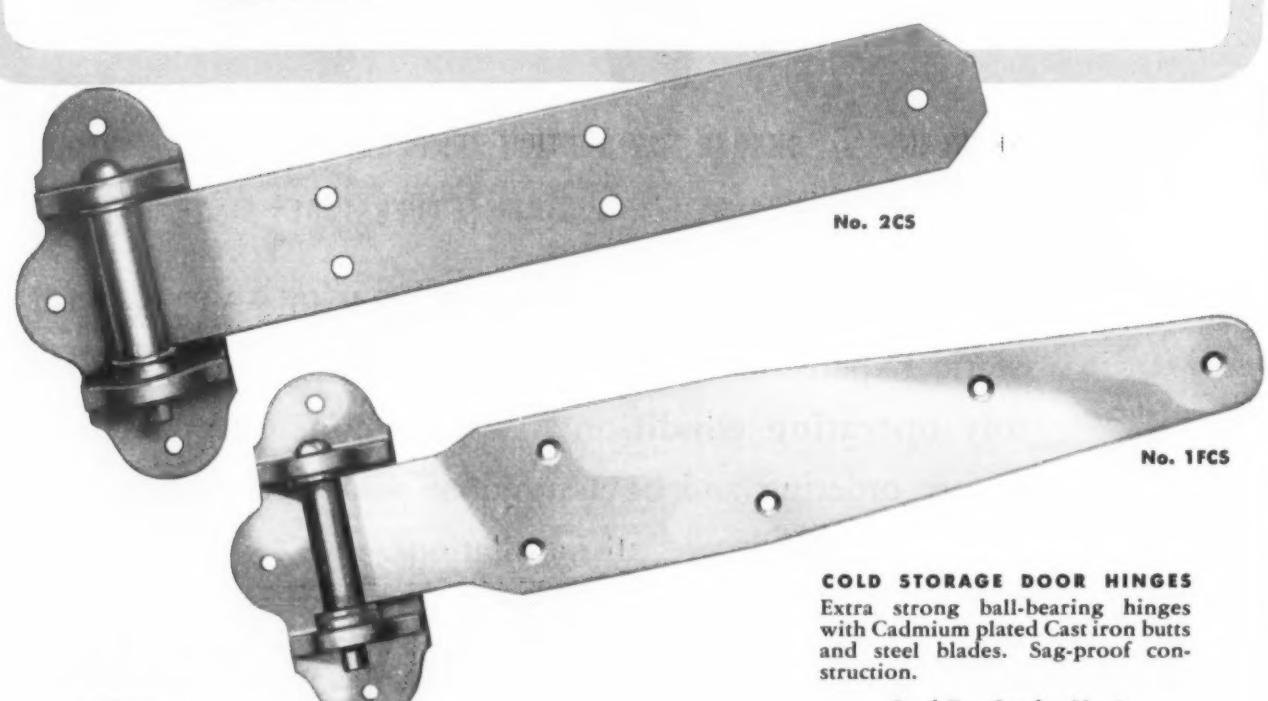
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VOLUME 49, NO. 16, SERIAL NO. 926, DECEMBER 16, 1946

## Here's An Interesting Proposal

BECAUSE our nation's labor relations policy is in such a messy state, nearly everyone you meet is crying for a practical and successful plan which will place a well-defined boundary around the field of labor union prerogatives.

One such a plan has been proposed by W. W. Vandevere, president of Allied Oil Co., Cleveland. As he puts it, we must acknowledge that all citizens are dependent—to a greater extent than they seem to realize—upon one another not only for the luxuries of life, but also for a continuous flow of its necessities. In this respect, all members of society, regardless of occupation or social station, constitute the general public.

The rights of this enormous group comprising the general public naturally should have prior claim to the rights of any minority group, lest the welfare of the nation *in toto* be threatened. Such is now the case.

The underlying cause of our present predicament is, as he sees it: politics in unions; and unions in politics. When labor unions stick their fingers into the political pie, the inevitable results are political machines and demagogism, both involuntarily financed by the reluctant taxpayers themselves.

In order to safeguard the all-important welfare of the general public, Mr. Vandevere suggests that Congress support the following progressive ideas:

- (1) Promote and safeguard democratic methods of union organization.
- (2) Narrow the election of union officers down to non-political aspirants.
- (3) Enact legislation to control labor union activities which affect the general public.

The question may arise as to whether or not it is possible to enforce such legislation without interfering with labor's rights to organize and bargain.

Although a meager group of businessmen, intermingled with a few newspaper columnists, are of the opinion that a depression period would cause the unions to "listen to reason," it certainly seems that this method would be solving the problem "the hard way." Besides, a national slump would be quite apt to have exactly the opposite effect, because it would give more rope to the Socialistic and Communistic elements.

Mr. Vandevere's proposed "National Labor Charter" covers all salient points of the problem, and attempts to maintain fairness to all parties concerned. His charter includes the following suggestions:

1. Give back to union members themselves prime control of union organizations.
2. In the event of a dispute, management would be granted the privilege of placing its views before employees, prior to a work stoppage.
3. Union leaders should be elected by secret ballot at less frequent intervals than at present, so as to encourage reliable, responsible, and efficient union leadership.
4. Unions should be affixed with a less nebulous and more undebatable set of rights and responsibilities insofar as management and the general public are concerned.
5. Legal procedures should be established for the peaceful settlement of major disputes.
6. Unions should be barred from participating in local, state, and national politics.
7. Union activities which interfere with the highest possible standard of living should be prohibited.

Prime purposes of any plan of this nature should be the furtherance of democracy, free enterprise, and a higher general standard of living. Inasmuch as these ends can be gained by neither coercion nor laxity, it is high time that some sensible procedure be initiated to get us out of our present mess and back "into the groove" of a smoothly-running-in-high-gear economy.

## TRRF Sets Jan. 13, 14 For Annual Meeting

BERKELEY, Calif.—Dates for its annual meeting and for three regional training conferences have been set by The Refrigeration Research Foundation.

TRRF's 1947 meeting will be held at the Hotel Statler in Cleveland Jan. 13 and 14, just prior to the annual convention of the American Warehousemen's Association and its two divisions, the National Association of Refrigerated Warehouses and the Merchandise Division.

Also being staged in Cleveland that week will be the National Materials Handling Exposition.

Regional training conferences for operating personnel of cold storage warehouses have been scheduled as follows: In Kansas City Feb. 6-9; in French Lick, Ind., Feb. 16-19; and in San Jose, Calif., March 12-15.

Accomplishments of its first three years, firsthand reports from project leaders, plans for future research and related activities, and regular elections and committee work are on the agenda for TRRF's annual meeting.

The Scientific Advisory Council will meet during the morning and afternoon of Jan. 13 and the executive committee in the evening. On Jan. 14, the membership will convene in the morning and afternoon, the Board of Governors in the late afternoon, and the executive committee in the evening.

Project leaders who will describe their research studies include W. T. Pentzer, of the U. S. Department of Agriculture, Fresno, Calif.; R. M. Smock, of Cornell University; and A. R. Winter, of Ohio State University. Mr. Pentzer will discuss his work on dried fruit, Mr. Smock will report on control of odors in refrigerated storage of mixed commodities, and Mr. Winter will outline his studies pertaining to frozen eggs, particularly freezing rates and preservation of quality.

Thirty-five applications for membership have been received.

## Japs Find Silkworm Eggs Hatch on Demand, Thanks to Refrigeration

OMAHA, Neb.—Mechanical refrigeration is being used by the Japanese to increase production in the silk industry, according to S. C. Salmon, who spoke before Nebraska agricultural experts here. He is associated with the United States Bureau of Plant Industry, Soils and Agricultural Engineering, and recently spent seven months in Japan as a United States adviser on agricultural problems.

The Japanese have learned to regulate the hatching of silkworm eggs, thereby increasing silk production, Mr. Salmon stated. He explained that eggs which normally would hatch all at one time in the spring, are treated with sulphuric acid and placed in cold storage. They are brought out to hatch at the time the silk producer desires, thus spreading the hatch throughout the year.

## Indoor Climate Institute Adopts Inactive Role, Industry Carries On

DETROIT—National headquarters of the Indoor Climate Institute, organized in 1943 to spearhead an industry-wide promotion of improved heating and air conditioning, went on an inactive basis Dec. 1, announced Walter P. Davis, managing director.

"Due to the discussions of the last three years, I.C.I. feels that it has accomplished some of its aims," stated Mr. Davis. "As a result of I.C.I.'s activities, some segments of the industry are now beginning promotional and educational campaigns, together with the distribution of fine booklets portraying and developing the main interest of these segments of the industry.

"In keeping with I.C.I.'s policy of becoming a service organization for the whole industry, we feel these segments should be given the opportunity of freedom of action, in order

to determine whether or not they can successfully carry out such activities, which I.C.I. has felt could only be done by a combined effort of all," said Mr. Davis.

Present officers and directors of the organization will remain in office, and adjustments on dues will be made to members, he added.

## Refrigeration Products Corp. Established In Fort Worth

FT. WORTH, Tex.—H. E. Howry, Lillian B. Howry, and J. A. Howry have incorporated the Refrigeration Products Corp. of Texas to do business here with \$12,000 authorized capital stock.

## Insulation & Refrigeration Firm Incorporates In Joplin, Mo.

JOPLIN, Mo.—The E. F. Speck Insulations & Refrigeration Co., 415 West 13th St., has been incorporated with \$20,000 authorized capital stock by Edmund F. Speck and Charles M. Grayston to engage in refrigeration installation and repair work.

## Airport Lodge Installs Food Display Fixtures

CHEYENNE, Wyo.—The Airport Lodge, located a mile outside the city limits, has installed a new Frigidist vegetable and fruit cooler as part of the lodge's expansion into the retail food service, according to Proprietor W. L. Wooding.

The lodge also recently installed retailing refrigerated cabinets for handling frozen foods and eggs and dairy products.

## Drayer-Hanson Dealer Opens Houston Office, Display Room

HOUSTON, Tex.—Featuring the new "Airtopia" air conditioning system, the W. H. Sinclair Co., direct factory dealer for the Drayer-Hanson Corp., manufacturer of water cooling and air conditioning systems, opened here Dec. 2.

The new concern's display floor is located at 4725 South Main, and the business offices are at 2003 Leeland.

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open and closed glass top, stainless steel top, canopy type, 20-44 cu. ft. Florist, Dairy boxes, bottle coolers, double duty display cases. Ice Cream cabinets, storage boxes, wood-metal. 4-6 can milk coolers, reach-in refrigerators. Water fountains.

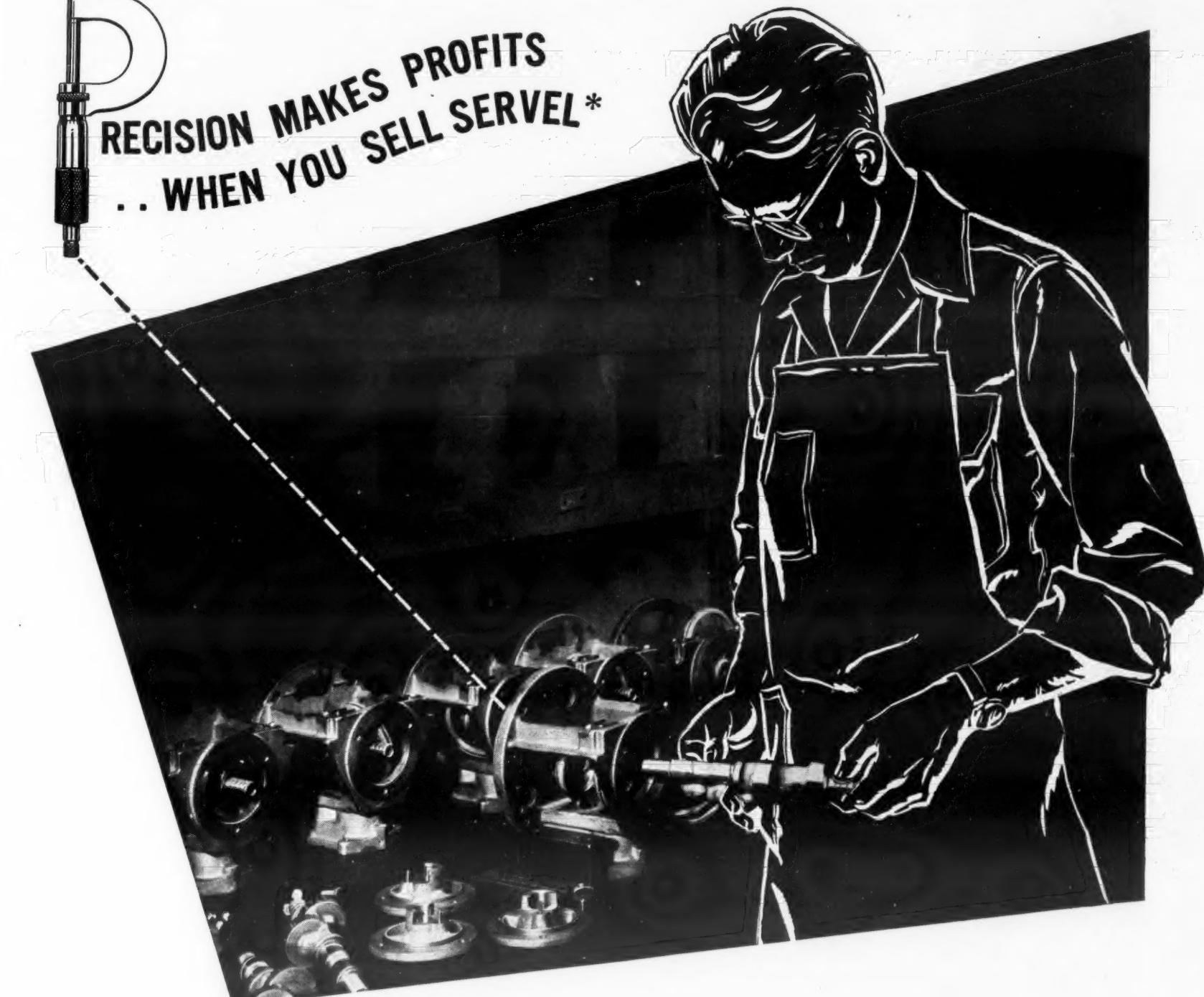
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"Why don't you use our BUSH ice-maker? You're drinking us out of house & home."

**Servel Inc. EVANSVILLE 20, IND.**

This is one in a series of advertisements featuring the scores of new machine tools and processes now being used to produce Servel Supermetics. Reprints are available to dealers individually or in sets as series progresses.



## SKILLFUL ASSEMBLY AIDS SALES

The smooth, trouble-free performance of a Servel Supermetc is no accident. Every moving part in the hermetically sealed-in-steel power unit is individually fashioned and skillfully assembled by the most modern means available.

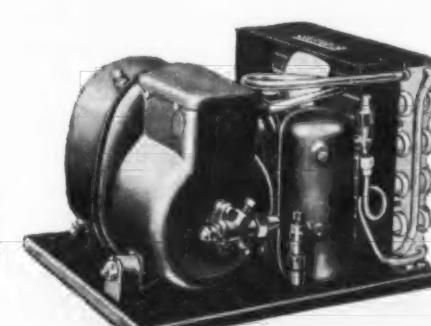
Servel's "quality control" personnel rigorously test and inspect every vital element for accurate dimensions, exact alignment, and mirror finish. Thus, when the clean parts are delivered to the skilled compressor assemblers, the work of fitting them together is quickly accomplished.

Meticulous manufacturing methods like these assure the user of the utmost in dependable, trouble-free refrigeration. Every user of a Servel Supermetc thus becomes a real booster for this most modern of commercial units, building an acceptance among your customers that increases sales and materially lowers your selling costs.

Write today for further information about this profit-building line of modern condensing units. Ask for Servel's booklet, "Servel Supermetc." Address Servel, Inc., Division RN, Evansville 20, Ind.

\*Servel's new "Supermetc" condensing units will serve dealers and fixture manufacturers in every vital field

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3. HOME LOCKERS
4. BEVERAGE COOLERS
5. VENDING MACHINES
6. ROOM COOLERS
7. FARM FREEZERS
8. WATER COOLERS
9. INDUSTRIAL COOLING
10. VEHICLE REFRIGERATION



## What's New

### Air-Rite Beer Pump Assures Oil-Free Air

CLEVELAND—Air-Rite, a new oil-free beer pump, introduced at the All-Industry Exposition by the Ramsey-Bennett Co. of Cleveland, is distinguished in design by sealed-in bearings and air-seal compression chamber that is said to insure the delivery, under all operating conditions, of completely oil-free air.

This new product of the Ramsey-Bennett organization is powered with a heavy duty, dual voltage,  $\frac{1}{2}$ -hp. motor capable of drawing a half

barrel of beer at 15 lbs. pressure in four minutes of pump operation. Automatic controls permit quick adjustment to any type of beer pumping system.

The modern air compressing unit is said to provide new efficiency and economy, since its three moving parts require no lubrication. The Air-Rite compressor is the result of government research to develop air compressing equipment that would meet the exacting demands of war. In diving and other service equipment, it was tested in every theatre of war.

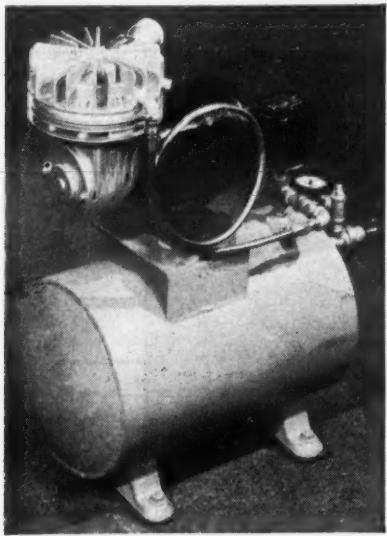
### Keen Appliance Mover Weighs Only 27 lbs.

FLAT ROCK, Mich.—A new light weight home delivery appliance mover constructed entirely of magnesium is now being produced by the Keen Mfg. Corp. here.

Weighing only 27 lbs. as compared with its steel predecessor's 58 lbs., the new model mover was developed in cooperation with the Dow Chemical Co. of Midland, Mich.

The magnesium mover is adjustable in length from 41 to 58 in. and in width from 19 to 29 in., making it practical for handling either stoves or refrigerators.

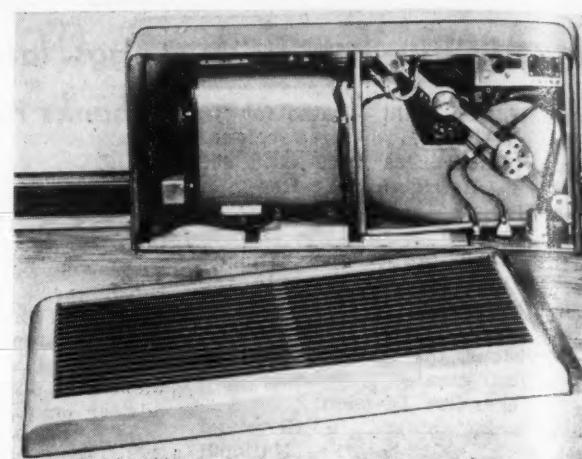
Stairway hand grips for carrying appliances up and down stairs are featured. These fold under and snap out of the way when the mover is used as a two-wheeled truck.



### South Wind 'Midget Furnace' Is No Larger Than a Suitcase!



(Left) Stewart-Warner's new South Wind 'midget furnace' compared with the ordinary radiator. (Right) The midget furnace tucked in its cabinet. The whole thing weighs only 70 lbs.



### Stewart-Warner Develops Gas Burning Home Heater With Sealed Flame System

INDIANAPOLIS—A "midget furnace"—an automatic, gas burning, home heating unit about the size of a suitcase—has been developed at the Stewart-Warner Corp.'s heater division here, and was recently unveiled at a special showing in New York.

The new unit grew out of the firm's wartime development of aircraft heating equipment, according to Lynn A. Williams, Jr., vice president in charge of the heater division.

In developing the South Wind midget furnace, as the device is called, Mr. Williams said that the

corporation followed the concept that a separate tiny furnace can be hidden away in each zone of a house to supply heat to that particular zone.

Such a furnace can be equipped with individualized thermostatic zone control. It can supply a modulated flow of heat in which the output is adjusted gradually to the requirements of the rooms, and not by turning the device off and on.

Key feature of the South Wind midget furnace is the sealed flame system. This makes it possible for the unit to burn fuel in a confined, sealed space. No draft is needed for the heater because there is a motor which blows air into and through the fire box or combustion chamber.

This means, said Mr. Williams, that the heater will function just as well without a chimney.

In addition, small sealed metal tubes, 2 in. in diameter, are laid beneath the floor to carry the products of combustion to the outside, or to the chimney, if one exists.

These pipes, he declared, can extend for a distance of 25 ft. without impairing the operation of the heater in any way.

Mr. Williams asserted that the South Wind heater modulates its heat output from full capacity down to about one-fifth of full capacity. It automatically adjusts itself within that range to the needs of the room through a simple, and low cost control system.

Each South Wind home heating unit has a capacity sufficient to heat about two and one-half rooms, according to Mr. Williams. The units are small enough so that they can be recessed in a wall between two rooms and distribute heat to each of the rooms.

Or they can be tucked away above the top shelf in a closet and distribute heat to two or three rooms through short lengths of ducts, perhaps a foot or so long.

They can be placed beneath the floor, or in the floor, in the ceiling, or in the attic. They are out of the way and neither they nor any ducts connected with them require any special provisions or use any space otherwise needed, Mr. Williams declared.

The heating unit is 14 in. wide, 30 in. long, and about 9½ in. thick. It weighs 45 lbs. With the cabinet, it weighs 70 lbs.

Thus one man can install it, or replace it in case of service difficulty. It is not necessary for him to bring his tools and do a repair job in the house. He doesn't need a special truck to transport the unit, Mr. Williams asserted.

Stewart-Warner makes only one size unit. If one unit cannot fill the heating requirements, two or more units can be installed.

For a five room house, Mr. Williams explained, one South Wind midget furnace could heat the two bedrooms and bath. Another could heat the kitchen, dining room, and living room.

Each zone would have its own thermostatic control, he pointed out. Thus the bedrooms could be set at one temperature and the living quarters at another.

Bringing out the safety features of the new device, Mr. Williams said, "The fire is completely sealed up, and it is fed with air from outside the house. It also discharges outside the house. Thus, there is a closed metal path from outside into the fire box and back outside again."

"This is positive protection against fire and also against the possibility of asphyxiation, because if the gas were to leak, it would go out into one of the connections outside, rather than into the room."

The whole structure is explosion proof, he added.

When the midget furnaces are produced, he said, they will bear the approval seal of the American Gas Association.

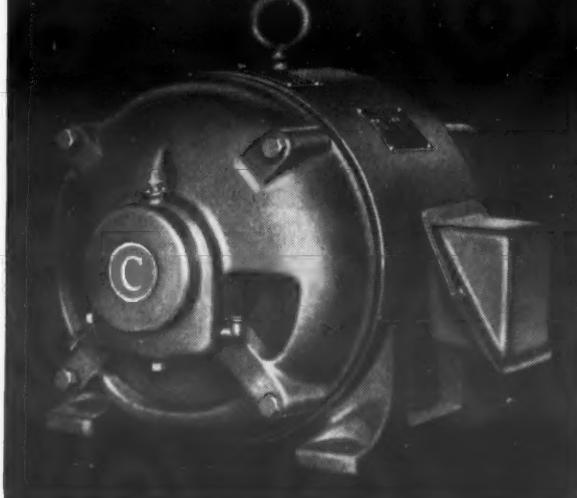
"So far as we know," he pointed out, "this is the first time that approval has been granted for the use of electric spark ignition instead of the old pilot flame in a device of this kind."

The South Wind midget furnace is built of stainless steel, Mr. Williams declared.

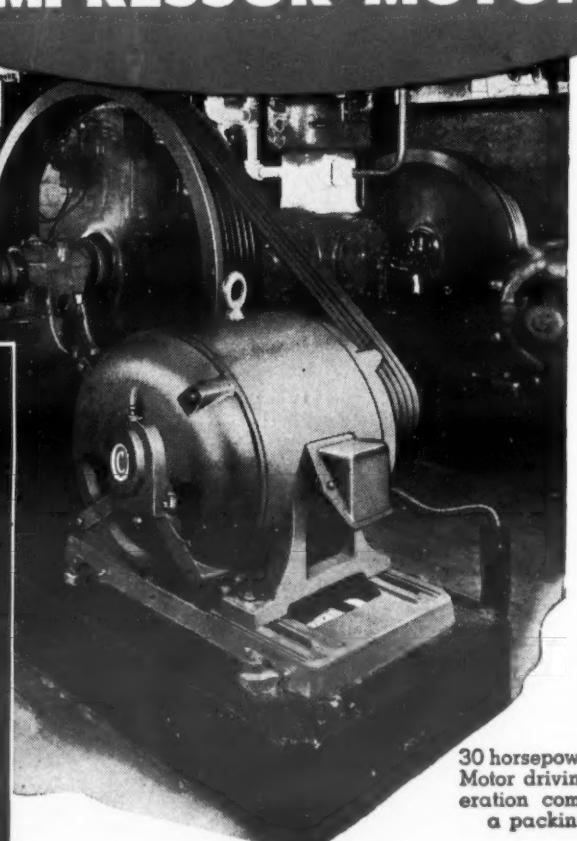
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FIN COILS  
AIR CONDITIONING

Refrigeration Appliances, Inc.  
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Complete Line of  
**HERMETIC**  
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MARION OHIO BRANTFORD ONTARIO  
WE SELL TO MANUFACTURERS ONLY  
UNIVERSAL COOLER DIVISION  
International Detroit Corporation



USE **CENTURY**  
Refrigeration  
COMPRESSOR MOTORS



30 horsepower Century Motor driving a refrigeration compressor in a packing plant.

### For Smooth, Quiet Power, Dependable Operation, Long Life

Century refrigeration compressor motors have the necessary high starting torque to start heavy loads with a low starting current. They come up to full speed quickly, yet smoothly and quietly. The correct Century motor installed on a refrigeration compressor assures maximum results.

Century motors are built with rugged frames and accurately machined feet for solid mounting. They are well balanced mechanically and electrically. Unique bearing

bumpers cushion the shock of shaft shoulders. All of these features—and many more contribute to the smooth, quiet, dependable operation of Century motors.

For refrigeration compressors, pumps, fans, blowers, or any similar application ask about the advantages Century has to offer. The wide range of types and sizes from 1/20 to 600 horsepower means there is a Century motor for nearly every application.



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Freon Condensers • Dry-Ex Water Coolers  
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## What's New (Cont.)



A display showing part of Victory Metal's line of stainless steel bottle coolers and reach-in refrigerators.

### Victory Pushes Line of Bottle Coolers, Reach-ins

PHILADELPHIA — Four models each of stainless steel bottle coolers and reach-in refrigerators are being produced by the Victory Metal Mfg. Co., announces Harry Kaiser, recently appointed sales manager of the company.

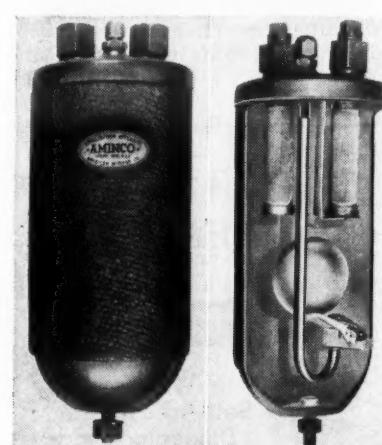
With a 25,000 sq. ft. addition to the plant now under construction, the company has hopes of tripling production by the first of the year.

Bottle coolers in the line come in four sizes with capacities of 20, 24, 28, and 32 cases, respectively. All are equipped with cold plate, blower, and adjustable wire dividers, and are designed for remote installation of the condensing unit. All-welded construction is employed, with 3 in. of insulation.

The two smallest reach-ins, having capacities of 20 and 29 cu. ft., are two-door models and have a condensing unit compartment, although the unit is not supplied with the case. Model RS-20 is 68½ in. high, 50 in. wide, and 25½ in. deep. Standard equipment includes an 8-tray ice cube maker, but it is also available as RS-20B with a blower coil instead. A ¼-hp. unit is recommended.

Blower coil only is supplied with the 29-cu. ft. RS-30, which requires a ½-hp. compressor. It measures 73 in. high, 52½ in. wide, and 30 in. deep. Just like the 20-cu. ft. reach-in, this model box carries 3 in. of insulation.

### New Oil Separator



American Injector Co.'s new all-welded oil separator which was introduced at the All-Industry Show recently. This type, less expensive than standard models, is non-replaceable.

meat-hanging compartment which contains several meat hooks. Door to this compartment measures 19½ by 58½ in. Standard top doors are 19½ in. by 32½ in.; lower doors are 19½ in. by 20½ in. Overall dimensions of the reach-in are 73½ in. high by 79¾ in. wide, by 30 in. deep. A ½-hp. remote compressor is recommended, and 4 in. of insulation.

### Turner Detect-o-larm Requires No Servicing

FERNDALE, Mich.—A temperature alarm system for use in frozen food and refrigeration cabinets is now being manufactured by Turner Brothers, Inc., 2625 Hilton, Ferndale, Mich., a Detroit suburb.

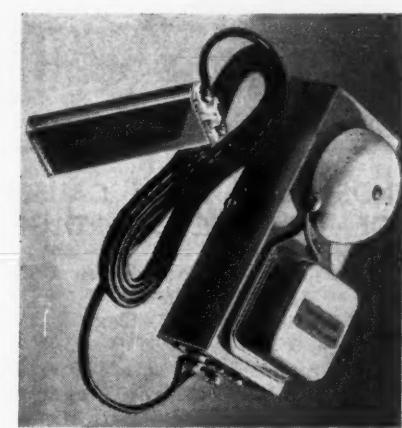
Known as the Detect-o-larm, the

unit consists of a thermostatic switch, powered by four dry-cell batteries. It is claimed that no servicing is required beyond the eventual replacement of the batteries.

The alarm was specifically designed for installation in either new or existing frozen food and refrigeration cabinets as a means of protection against food spoilage caused by rising temperatures within the cabinet. The unit is set and sealed at the factory to sound the alarm when the temperature rises more than 12° to 15° F.

The thermostatic unit is placed in the bottom of the freezer or refrigerator and wired to a bell placed at any practical point desired, or any number of bells may be wired to several locations if this should be necessary.

Thermostat is constructed of anodized aluminum with plastic ends



The Detect-o-larm

having open circuit contact points connected in series with the batteries. Price is \$9.90, bell included.

## SINCE 1939...ZEROSAFE by WILSON

### THE GREAT NAME IN FREEZER DESIGN

SINCE 1939 Wilson ZEROSAFE has been the greatest reach-in farm freezer in America... THE NEW WILSON ZEROSAFE IS NOW GREATER THAN EVER BEFORE... Not a toy, but big, ruggedly beautiful, efficient, with stamina for years of low-cost operation.

**SIZES FOR EVERY NEED FROM 15 TO 120 CU. FT.**

FOR FRANCHISE INFORMATION ADDRESS DEPT. II: WILSON REFRIGERATION, INC., SMYRNA, DELAWARE

## NEW STANDARDS of PERFORMANCE

...based on  
Superior DESIGN and  
Astute ENGINEERING



### When it Trips, it GRIPS

It may be quite incidental that this lock incorporates a new, exclusive principle... that its action provides the strongest, most positive locking grip ever devised... that it operates at the touch of a finger... that it's available in a variety of sizes.

You are most interested in the long, trouble-free service it gives... in your customer's approval... in the credit it reflects upon your product and your company. And you always earn these extra dividends when you specify Grand Rapids Brass Company hardware.

### America's Quality Line of COMMERCIAL REFRIGERATOR HARDWARE

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Makers of Dependable Refrigerator Hardware for over 40 Years

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12/16/46



## OFF THE CHEST

### FINDS THREE MAIN CAUSES OF CYLINDER SHORTAGE

Westbrook Carburetor Electrical Co.  
315 South Main  
San Antonio 5, Tex.

Editor:

Your article page 1 of Nov. 18 NEWS: "Kinetic Puts the Finger on That Old Reproductive 'Mr. Missing Cylinder,'" no "Freon-12" in our stock and all the other alibis for no "F-12" sifts down to about three causes that the cylinder record of Kinetic should indicate who and where are the offenders:

First: Kinetic stuck their chin out when they reduced the deposit charges the first of the year from \$20 to \$12 on 145s and from \$15 to \$7 on 25s which is \$3 less on 145's and \$1 less on 25's than is charged for comparable cylinders of methyl chloride and sulphur dioxide. This especially holds the small cylinders in service and releases the small cylinders in other refrigerants which have become so old as to require valve and other service.

Second: Cylinders issued to the various Army and Navy supply depots are now being offered in the Junk Yards all over the country at any price they can get. One of our good customers picked up one that had washed up on the coast with 12 lbs. of "Freon-12" in it; no doubt dumped from a boat or naval base.

Third: Hoarding; which usually occurs when any item gets scarce. The aggregate of small consumers

runs into many cylinders and have heard of instances of some suppliers, warehouses, manufacturers, distributors, and dealers hedging large quantities to protect any possible emergency, even to the extent of attempting to corner the market.

We are not too proud of our cylinder record and are putting all the pressure on our trade to return empties promptly that it will stand but do believe correction of the above three causes will greatly relieve the cylinder shortage.

R. A. WESTBROOK

### HOW OUR 'SITUATION' LOOKS TO A VISITOR

Blue Star Engineering Co.  
59 Forbes St.  
Bombay 1

Editor:

It was indeed a pleasure to have met you and renewed my acquaintance with you after a lapse of 10 years. During this long period I and my organization have been regular readers of the NEWS, and I must congratulate you on some of your really brilliant editorials. As for the NEWS—why nobody in the refrigeration and air conditioning business, no matter where situated, could afford to be without it.

Right now, I am in the States on a short business visit, trying to locate supplies of refrigeration and air conditioning equipment, which I figured could be obtained with somewhat

less difficulty by personal contact than by long range correspondence from Bombay.

But I must confess, after seeing things personally, that although the war ended more than a year ago, industrial production in this country, in spite of tremendous potential, is sadly tied up in knots. One strike follows another, and right now the most serious of them all, that of the UMW, is on.

If the present strike lasts some weeks, it appears to me you are faced with disastrous consequences, with serious loss of industrial production, and that at a time when there already exists a great shortage of merchandise of every description. The world has been hopefully looking to America to supply their needs, but in vain. On the other hand, prices and wages moving up and up in a spiral, that is, in plain language towards inflation, can only end in a crash which will involve, eventually, the whole world. It is a sad thought, but there is no getting away from it.

Coming to my own business, that of air conditioning and refrigeration merchandise, I am particularly interested in locating suppliers of:

1. Portable Air Conditioners,  $\frac{1}{4}$  to 1 ton capacity, air-cooled.
2. Self-Contained Air Conditioners, 3 ton and 5 ton capacity, water-cooled.
3. Low Temperature Cabinets and Home Freezers.
4. Ice Cream and Soda Fountain Equipment, including Counter Freezers.
5. Refrigerator Display Cases.
6. Commercial Reach-In Refrigerators.
7. Commercial and Industrial Water Coolers.

MOHAN T. ADVANI

P.S. I will be in this country until Jan. 15, and my address is care of Thomas Cook & Son, Inc., 587 Fifth Ave., New York 17, N. Y.

### A SOUTHERN LAWYER AND BUREAUCRATIC BUNGLING

E. Taylor Reynolds  
1422 Battery St.  
Little Rock, Ark.

Editor:

I notice from time to time you take a good healthy slap at the Democratic Party and Administration—in some of your editorials.

Now there are some of these outbursts you and I don't agree on; nevertheless, it's this Red Blooded American He-man that makes us click, but here is a good story I clipped out of our evening paper that I thought perhaps you would get a kick out of.

Thus I am passing it on to you.

E. TAYLOR REYNOLDS

### Bungling Deluxe

A New Orleans lawyer who called the RFC to arrange a loan for a client was told the loan would be allowed if the title of the property was proved good and sufficient. Returning to New Orleans, the lawyer sent voluminous communications and the abstract title back to the year 1803. On being congratulated upon the thoroughness of his work, he was told by the RFC officials that it was excellent as far as it went but that he would have to prove the title flawless prior to 1803.

The lawyer called his secretary and dictated the following letter:

"Gentlemen: Your letter regarding title in Case No. 188156 received. I note that you wish titles to extend further than I have presented them. I was unaware that any educated man in the world failed to know that Louisiana was bought by the United States from France in 1803.

"The title of the land was acquired by France by right of conquest from Spain. The land came into possession of Spain by right of discovery made in 1492 by a Spanish-Portuguese sailor named Christopher Columbus who had been granted the privilege of seeking a new route to India by the then reigning monarch, Queen Isabella.

"The good queen being a pious woman and careful about the titles (almost as careful as RFC) took the precaution of securing the blessings of the Pope of Rome upon the voyage before she sold her jewels to help Columbus. Now, the Pope, as you know, is the emissary of Jesus Christ, who is the Son of God—and God, it is commonly accepted, made the world.

"Therefore, I believe it is safe to presume that He also made that part of the world called Louisiana and I hope to hell you're satisfied!"

TULSA (OKLA.) WORLD

### MARKET CHART SLIGHTED COUNTER-FREEZER FIELD?

Tekni-Craft  
Beloit, Wis.

Editor:

The chart on page 38 of the Oct. 28 NEWS is a good idea, but it doesn't begin to show the scope of the market for ice-cream freezers.

Except for the U. S. Government it shows, as freezer prospects, only the following: Amusement Parlors, Amusement Parks, Boats, Dairy Bars, and Drug Stores.

To these should be added: Bakeries, Grocery Stores, Hospitals, Hotels, City and State Institutions, Locker Plants, Super Markets, Restaurants, Department Stores, Schools, Confectionery Stores, and Theaters. These are not unusual or minor markets. Bakeries, Grocery Stores, and Restaurants, for example, are bigger markets than anything shown on the chart except drug stores.

I think that the chart slighted the counter freezer pretty badly.

CHARLIE SHAW,  
Sales Promotion and  
Advertising Manager

### Directs Advertising on Westinghouse Line



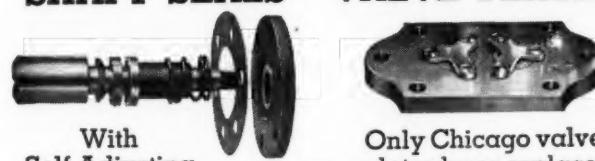
ED ROSS

MANSFIELD, Ohio—Appointment of Colonel F. E. (Ed) Ross as supervisor of household refrigeration advertising of the Westinghouse Electric Appliance Division has been announced by Roger H. Bolin, manager of appliance advertising.

Mr. Ross recently returned to the company after five and a half years of military service. He was with the advertising department from June, 1937, to April, 1941, and during that time handled refrigeration and laundry equipment advertising.

Mr. Ross entered the service in 1941 as a member of the Infantry. As supervisor of household refrigeration advertising, Mr. Ross will correlate the work of the division's advertising agency, Fuller & Smith & Ross, Inc., with company plans. He succeeds R. G. Hiett who resigned to become advertising manager of the Gorman-Rupp Mfg. Co. of this city.

### Specify CHICAGO SHAFT SEALS VALVE PLATES



With  
Self-Adjusting  
Sleevelock

Only Chicago valve plates have replaceable seats.

**CHICAGO SEAL CO.**  
20 NORTH WACKER DRIVE • CHICAGO 4, ILL.



### Refrigeration Products

Humi-Temp Forced Convection Units—Patented CROSS-FIN COILS—Bare Tube Coils—Zinc Fused Steel Plate Coils—Disseminator Pans—Heat Exchangers—Evaporative Condensers—Instantaneous Water Coolers—

See Your Jobber or Write Direct  
**LARKIN COILS,**

519 Memorial Drive, S.E., Atlanta, Ga.

MECHANICAL  
REFRIGERATION  
The Watchdog  
of the Nation's Food Supply



### REFRIGERATION UNITS, PARTS AND SUPPLIES AIR CONDITIONING EQUIPMENT

**DELCO AND WAGNER—ELECTRIC MOTOR PARTS**  
26,000 SQUARE FEET OF SHOP AND WAREHOUSE SPACE  
SAME DAY SERVICE—ON ITEMS IN STOCK

### HERMETIC UNITS AND COMPRESSORS REPAIRED

WRITE FOR LATEST BULLETIN D-46

### SERVICE PARTS COMPANY

2511 Lake Street, Melrose Park, Illinois

FOR SERVICE AND PARTS—WRITE TO SERVICE PARTS

### Simplify Your BOOKKEEPING . . . The Streamliner Way!

. . . a complete set of books in one! Covers everything . . . designed especially for small business. Eliminate guess work. The Streamliner is sufficient for a year's business records. Instructions enclosed, order now. Cost—Prepaid \$5.00.

Send copy of

The Streamliner

Check  Money Order  COD   
Name.....  
Street.....  
City..... State.....

**JORDON**

America's Modern Commercial Line

**JORDON REFRIGERATOR CO.**

Sales Division

235 N. BROAD STREET, PHILADELPHIA 7, PA.

CABLE "JORDONREF"

PLANT: PHILA., PA.

**1**

**2**

**3**

**JORDON offers**  
**3 Major Features**  
**that**

**MAKE THE JORDON LINE A LEADER**

**R-65-L**  
65 cu. ft. Reachin.  
Section equipped with meat rails.

**R-42TT**  
Combines frozen-food storage compartment with large size reachin.

**SCS 30**  
Stainless Steel. Available with ice-maker.

**Write Now**  
For information on America's finest and most complete line of commercial refrigerators.

## ACTIVITIES ON THE DISTRIBUTOR - DEALER FRONT

### Peirce-Phelps Sets Up 3-Division Dealer Plan

PHILADELPHIA — Peirce-Phelps, Inc., electrical appliance distributor, has set up a three-division plan, known as the red, blue, and green divisions, to facilitate closer contact with and better service to, their dealers.

Each division will concentrate solely on the lines assigned to it, with a sales manager heading the sections. Walter Brous is sales manager of the red division, Thomas D. Douglas heads up the blue, and John T. O'Brien will direct the green division.

With individual sales groups concentrating on a limited list of specific items, it is the belief of the directing heads of the company that as quantities on these lines become more available, a more intensive coverage of the trade and better service to all dealers can be assured.

#### ... In the EAST

### Washer Service Plan 1 Man Fills 3 Jobs

HARTFORD, Conn.—Allyn Appliances has completed installation of equipment for repairing washing machines at 20 Church St. here. The company reports it is now prepared to carry out its three-day service plan on all makes of washers.

### Dealer Group Elects

MOUNT VERNON, N. Y.—Phil Walton of the General Appliance Co. here was elected president of the Westchester Gas & Electrical Appliance Dealers Association, Inc., at its recent meeting held at Tuckahoe.

Other officers elected were: Joseph Englander of Yonkers, first vice president; Ray Kline of White Plains, second vice president; Dick Norman of Household Heating Co., secretary; and Louis Kamm of Yonkers, treasurer.

#### ... In the MIDWEST

### New Owner, Name

COLUMBUS, Ohio—Harold Ring has acquired ownership of the former L. & F. Electric Co. here and has changed the firm name to Ring Radio & Refrigeration Service. The company, located at 1284 W. Broad St., services all types of electrical appliances.

### Van Dyne Gets Post

CHICAGO HEIGHTS, Ill.—The Rau Store here, has appointed George H. Van Dyne merchandise manager of major appliances, furniture, and floor coverings. Mr. Van Dyne was previously a furniture buyer for Marshall Field & Co.

#### ... In the SOUTH

### Shelley to Start Firm

ATLANTA—Bob Shelley, who recently resigned as merchandise manager of major appliances and radios for Rich's, Inc., here, has applied for a charter of incorporation to conduct a major appliance business at 273 Peachtree St.

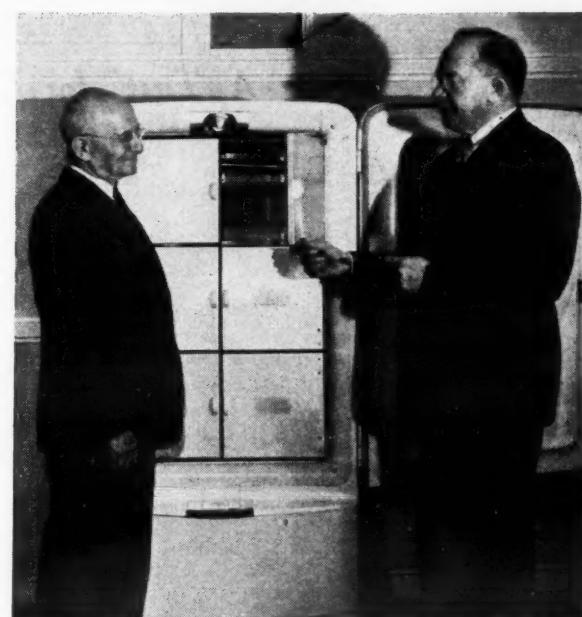
### Roadcap, Lawler

COVINGTON, Va.—R. S. Roadcap and C. H. Lawler have opened an electrical equipment and appliance store on Main St., here. They already operate similar stores in Clifton Forge and Hot Springs, Ark.

### Model Kitchen Shown

MIAMI, Fla.—Sidco Home Appliance has occupied its new main store building at 1317 N. E. First Ave. here. Sidco now has stores in Ft. Lauderdale and two in Miami. Sid F. Gitterman is owner of the

### Pittsburgh Firm Reaches 40-Year Mark



Howard E. Blood (right), president of the Norge Div. of Borg-Warner Corp., is shown presenting the first of the new Norge upright freezers to Ludwig Hommel, who heads a Pittsburgh distributorship said to be the to handle the Norge line in the United States. Commemorating the Hommel Co.'s 40th anniversary, Mr. Blood had this special model inscribed with "L. Hommel" in the spot usually occupied by the maker's name.

### Earle to Handle Admiral Line

ESCANABA, Mich.—Earle Appliance Distributors, Inc., here has been appointed Admiral distributor in the Escanaba territory.

F. J. Earle, president of the local firm, has been associated with other distributing firms here since 1909.

### Appliances Expanded

WASHINGTON, D. C.—Lansburgh & Co., Inc. here has opened a new appliance store in an annex to the main building. The annex devotes the street floor and basement to appliances, thus providing more than five times as much space as the old department.

#### ... In the WEST

### Dealership Sold

PORT HURON, Mich.—Dwight W. Hostetter has sold the Modern Home Appliance Co. here, to Norman M. Gaffney, who will operate it as the Gaffney Modern Home Shop. Electrical home appliances will continue to be featured.

### Trio Opens Outlet

INDEPENDENCE, Mo.—A new store for the sale of appliances, furniture, housewares, and records has been opened here by Davidow's. Three Davidow brothers, Isidore, Louis, and Morris, and a sister, Mrs. Esther Bold, comprise the firm, which has other stores in Clinton, Nevada, and Lexington, Ky.

#### ... In the WEST

### \$20,000 Building

EL PASO, Tex.—Completion of a \$20,000 one-story building at 2331 Wyoming St. here enabled the Kingsbeth Co., an appliance concern, to move into new quarters recently.

### Main Store Occupied

DENVER—The new appliance department opened by Daniel & Fisher Stores Co. here features three model kitchens and a utility room. The department has specially designed platforms along the walls for display of major appliances. John M. Kennedy is home appliance buyer.

### Quarters Remodeled

YSLETA, Tex.—The Wadley Appliance Co. has recently opened its newly remodeled and enlarged quarters on Main Highway Center.

## 2 NERA Heads Named to Govt. Advisory Committee

### Cook Appliances Will Handle Full Line In Columbus, Ohio

WASHINGTON, D. C.—Clifford C. Simpson, managing director, National Electrical Retailers Association, and NERA Regional Governor Alfred H. Barrett, Stamford, Conn., have been appointed by W. A. Harriman, Secretary of Commerce, to serve on the newly formed National Retail Advisory Committee, which will work with the Department of Commerce.

Leaders of nearly 50 national trade associations are being asked to serve on the committee, according to a letter received by Simpson from Mr. Harriman. In the letter, the Commerce Secretary also stated his belief that the establishment of an advisory committee of this kind will prove mutually helpful to the Commerce Department and to retail business.

### Elliott-Lewis Gets New Major Appliance Sales Mgr.

PHILADELPHIA—C. M. Sherwood has been appointed sales manager of the major appliance division of Elliott-Lewis Electrical Co., Inc., the company announced recently. At the same time the division revealed that it would be moving into larger quarters on the first floor of the Terminal Commerce Bldg. here.

Mr. Sherwood for the last two years has been associated with Stromberg-Carlson as sales manager of its eastern division. He succeeds Frank R. Elliott, Jr., vice president, who will become sales manager of the industrial department.

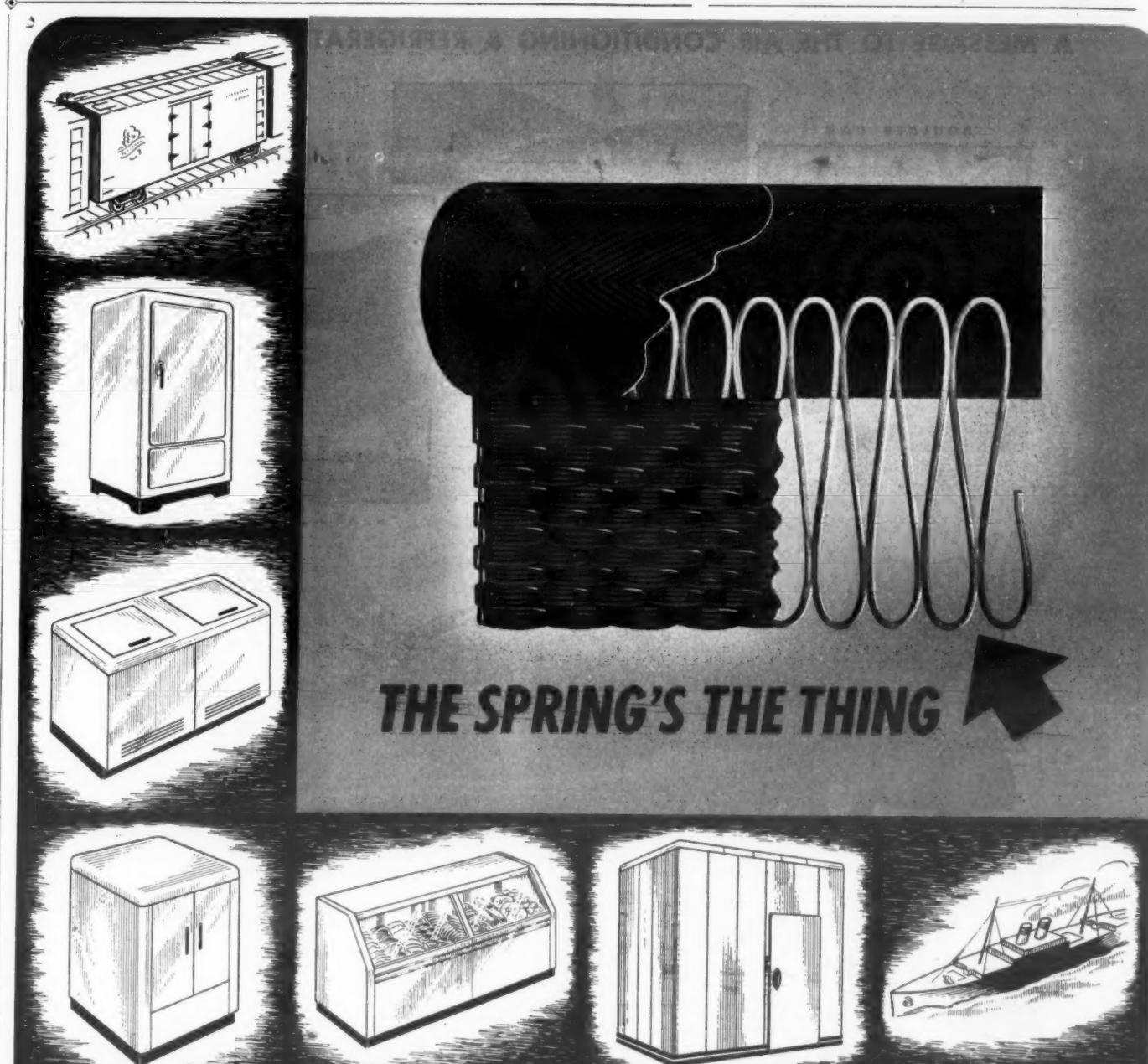
COLUMBUS, Ohio—Cook Appliances, a new store dealing in home appliances, has been opened at 2862 East Main St. here by William Cook, an Air Force veteran.

Many nationally advertised brands of household appliances, including radios, refrigerators, vacuum cleaners, gas and electric ranges and washers, are handled by the new firm, which also maintains a complete service department.

### Dealer Notes Advances During 50-Year Service

LINCOLN, Neb.—Started as a bicycle shop in an upstairs location in 1896, Lawlor's, now in a three-story-and-basement location with 50-ft. frontage in the heart of Lincoln's downtown shopping district, is celebrating its fiftieth anniversary with an institutional-type advertising campaign involving newspaper, radio, bus card, direct mail, and window display. Customers are being invited to drop in and inspect floor models of the latest in refrigerators, washers, and other home appliances in such lines as Norge, Admiral, and Crosley.

An extensive remodeling program has been underway for the past year, and early delivery has been promised by the Carrier Corp. on a complete year-around air conditioning system for the entire plant. The basement has been refinished and opened for selling space, fluorescent lighting fixtures have been installed throughout.



WEATHER STRIPPING

# BRIDGEPORT FABRICS, INC.

Established 1857

BRIDGEPORT CONNECTICUT

That woven rustless spring steel spring imbedded in live sponge rubber makes BRIDGEPORT FABRICS' Innerseal different from any other weather stripping. No other weather stripping fits as snugly into corners and around curves. No other weather stripping stands up better under day in and day out use. It's useful in so many products — have you considered how it will improve yours? Send for samples — no obligation, of course.

**SUPERIOR VALVE & FITTINGS COMPANY**  
Pittsburgh 26, Pennsylvania

**VALVES, FITTINGS & ACCESSORIES**  
For All  
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and  
• Air Conditioning  
Systems

**DEALERS, EXPORTERS**  
**APPLIANCE DEALERS, VETERANS**

See the Famous Pinocchio Melloized Frozen Food Freezers as well as the Famous Penachio Refrigerator & Refrigeration lines, Glass tops with canopies, Lock & Hinge tops, Walk-in Coolers & Freezers, Display cases, Reach-in Coolers, Compressors (all sizes), Dairy Boxes.

Immediate delivery out of stock.

Complete Refrigeration Supply  
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**Wagner Electric Corporation**  
6471 Plymouth Avenue, St. Louis 14, Mo., U.S.A.  
ELECTRICAL AND AUTOMOTIVE PRODUCTS

**American Coils Receives Order for More Than \$1,000,000 from India**

NEWARK, N. J.—Receipt of an order from its distributor in India for more than \$1,000,000 worth of equipment was reported by American Coils Co. here.

Harold Rackin, export manager, said the order was for Amcoil Comfor-taire conditioners, food conditioners, and other cooling units.

The Indian distributorship is one of several established by the export department throughout Latin America and the Caribbean area, South Africa, Sweden, Belgium, the Near East, New Zealand, and islands of the Pacific, according to Mr. Rackin. He said the department has been shipping Amcoil equipment to all of them.

He pictured the company as "quite enthusiastic about the possibilities of its line of air conditioning and refrigeration equipment in markets throughout the world."

**Thermotronics Corp. to Export Elpeco Lines, Other Equipment**

NEW YORK CITY—Formed primarily to export the refrigeration products of Electric Power Equipment Corp., of Philadelphia, Thermotronics International Corp. here also will export refrigeration, air conditioning, and heating equipment, according to an announcement by George C. Rose, Thermotronics vice president and general manager.

**Refrigerator Exports Pass 1936-38 Monthly Average**

WASHINGTON, D. C.—Exports of electric refrigerators and parts during June reached a total value of \$1,912,000, surpassing for the first time since the end of the war the 1936-38 monthly average of \$1,604,000, Government statistics show.

July shipments dropped to a total value of \$1,715,000.

Data derived from figures gathered by the Bureau of the Census and reported by the Department of Commerce include these other total monthly values: Jan., \$1,171,000; Feb., \$1,156,000; March, \$1,432,000; April, \$1,172,000; May, \$1,370,000.

Total quantity of household refrigerators exported during June also hit a new postwar high. Shipments added up to 8,739, representing a total value of \$963,000. This compares with the 1936-38 monthly average of 13,046 refrigerators valued at \$980,000.

Other 1946 quantities and values were: Jan., 4,245, \$404,000; Feb., 4,568, \$483,000; March, 4,699, \$487,000; April, 4,205, \$387,000; May, 4,872, \$508,000; July, \$7,954, \$911,000.

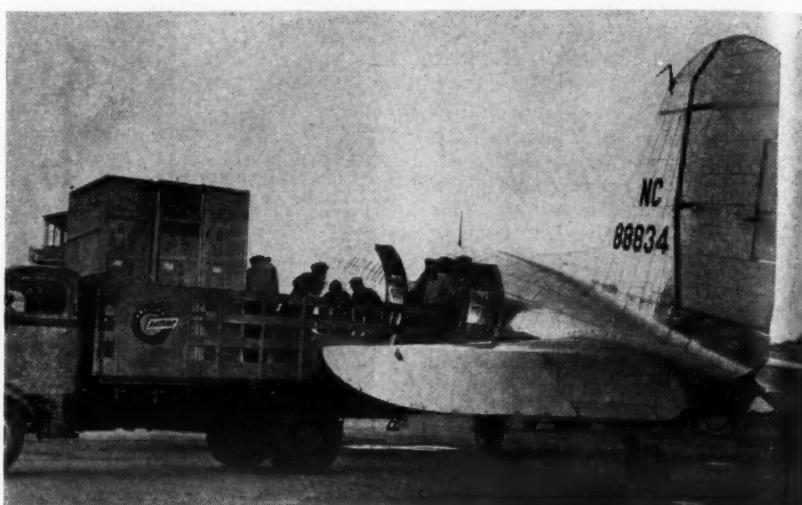
Electrical appliances (household and domestic, except lamps) scored the following total values: Jan., \$411,000; Feb., \$407,000; March, \$638,000; April, \$707,000; May, \$807,000; June, \$808,000; July, \$942,000.

**Refrigeration Plant for Chile**

WASHINGTON, D. C.—A report from the U. S. Embassy at Santiago, Chile, said work on a 20,000,000-peso refrigeration plant at Talcuhano would begin soon.



**A 'First' for Chrysler Airtemp?**



Chrysler Airtemp workers load what is called "the first shipment of 'packaged' air conditioners ever shipped out of the country by air." Ten "packages" were flown from the Airtemp plant in Dayton via U. S. Airlines to Florida and from there to the La Antilla, Cuba, Airtemp dealer by International Skyways, freight line of Pan-American airways.

**Philco Appoints Romeyn Factory Export Manager**

PHILADELPHIA—Radcliffe L. Romeyn has been appointed factory export manager of Philco Corp., it was announced recently by Thomas A. Kennelly, vice president in charge of sales.

Mr. Romeyn joined Philco last year as merchandising and sales promotion manager for the export division. Representing Philco International Corp. at its headquarters here, he will work closely with Dempster McIntosh, Philco International president, and his organization in the design, engineering, production, sales, and merchandising of all export products.

Prior to joining Philco, Mr. Romeyn had lived and worked in Latin America.

**Fennell Named Export Agent For Polar-Freez Freezers**

EAST PEORIA, Ill.—Appointment of Gordon Fennell Co., Cedar Rapids (Iowa) export sales management firm, as sole export sales agent for Polar-Freez farm and home freezers was announced recently by W. H. Schelm, president of Schelm Bros., Inc., here.

Export sales will be directed by C. L. Fontana, general manager of the industrial and appliance division of Fennell, and promoted through Fennell's world-wide organization of representatives and distributors.

**U.S. Firms Offered Right To Make New Compressor**

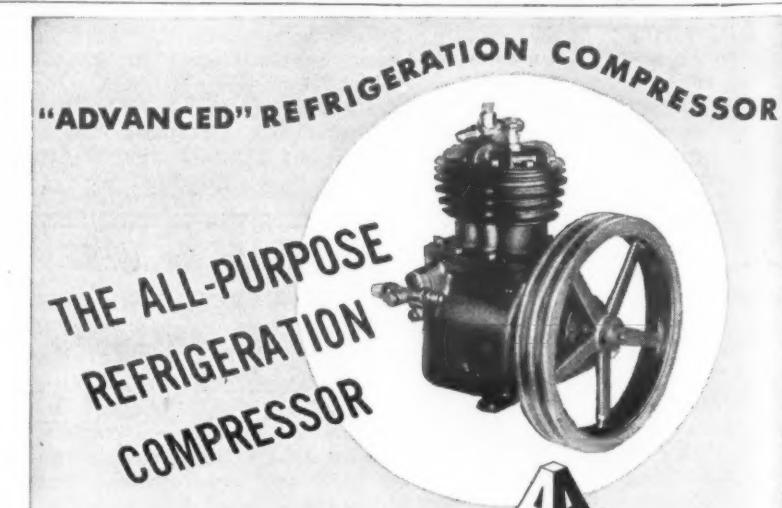
WASHINGTON, D. C.—Compact Compressor Co., Ltd., of Birmingham, England, is offering American firms the right to manufacture under license an air compressor "of revolutionary design," the firm has notified the Office of International Trade, U. S. Department of Commerce.

"According to the concern," the OIT reported, "the patent covers a design that reduces by two-thirds the dead weight of metal in all cases of reciprocating compressors suitable for all gases, including refrigeration. The patent is also applicable to pumps, engines, and gears.

"Compressors can be produced ranging from 4.5 cu. ft. of free air per minute at 100 lbs. pressure to 1,000 cu. ft. of free air at varying pressures, as well as up to 2,000 lbs. per square inch, suitable for aircraft. In addition, the company states that it could make a unit weighing 4 lbs. and delivering 1.5 cu. ft. of air at 2,000 lbs. pressure per square inch."

**Seeks Manufacturing Rights**

WELLINGTON, New Zealand—Permission to manufacture seven types of American products, including electrical appliances, is sought by E. M. O. Products, Ltd. here. Current import-control regulations restrict the importation of complete articles of the types.



For anything that a  $\frac{1}{2}$  HP refrigeration compressor can handle, the "ADVANCED" Model 100 is it!

Made in our own plant to our own design, right from the raw materials.

For specifications and other information, write or phone to address below, Dept. A-8.

Model 100— $1\frac{1}{2}$ " x  $1\frac{1}{2}$ "—2 cyl., flywheel 10" diam., 2-groove "A" section— $\frac{1}{2}$  HP. For use only with Freon refrigerant.

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**ADVANCED AIRCRAFT, INC.**

Compressor Division  
Cornwells Heights, Pennsylvania  
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**THE COMPRESSOR YOU CAN DEPEND ON**

**More POWER to you**

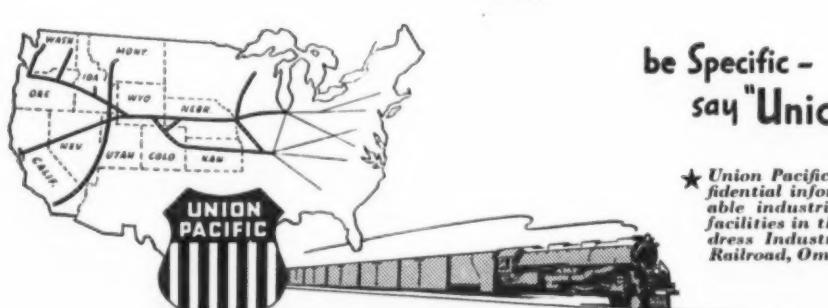
Three great dams, harnessing the natural force of the Colorado and Columbia Rivers, provide tremendous industrial power.

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Power, light, and efficient transportation . . . combined with a wealth of raw materials and adequate "growing space" . . . offer unusual opportunities for industry in the Union Pacific West.

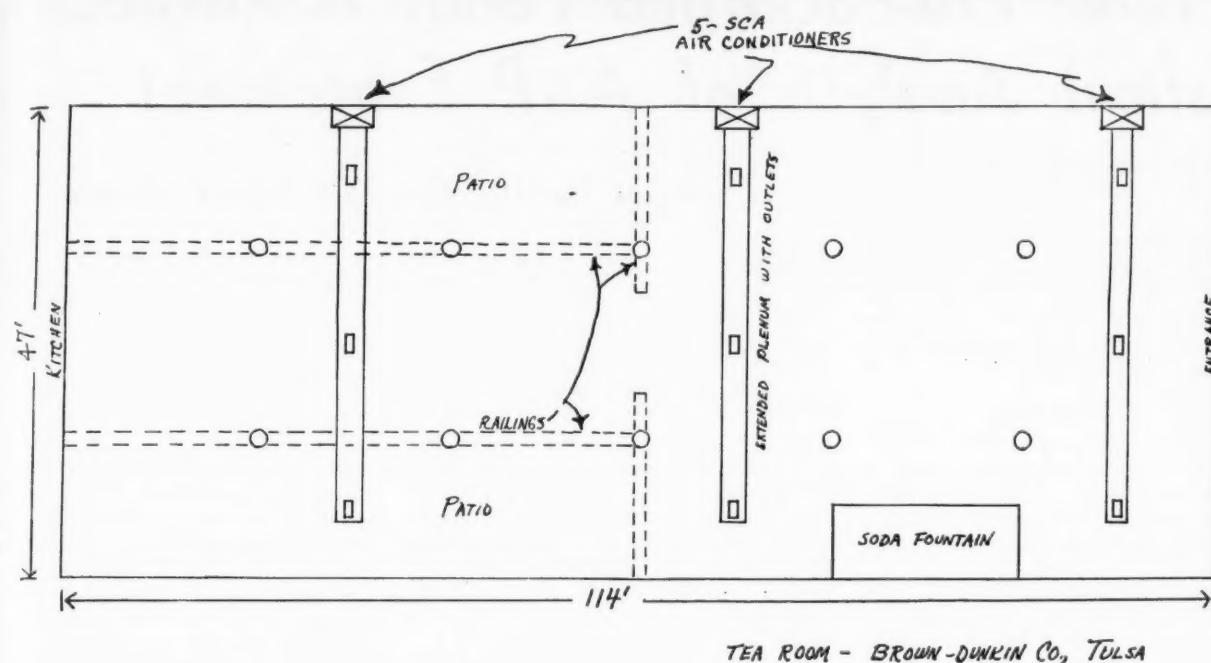
**be Specific — say "Union Pacific"**

★ Union Pacific will gladly furnish confidential information regarding available industrial sites having trackage facilities in the territory it serves. Address Industrial Dept., Union Pacific Railroad, Omaha 2, Nebraska.



**UNION PACIFIC RAILROAD**  
*The Strategic Middle Route*

### 'Planned' Air Distribution for the Tea Room



Above is a diagrammatic sketch of the tea room in the Brown-Dunkin Department Store, Tulsa, Okla., showing how three of the packaged units are spaced in order to supply adequate air conditioned comfort for customers.

### Store-Wide Comfort Cooling with 10 Packaged Units Cuts Customer Complaints

TULSA, Okla. — Brown-Dunkin department store here had 10 packaged air conditioners installed last year, each one strategically located throughout the 8-floor expanse of the main building and the 3-floor adjacent annex. Since then, customer complaints have gone down and sales have gone up, store officials report.

The original installation of five 5-ton Chrysler Airtemp units and five 3-ton Airtemp air conditioners was made for the store by the M. E. O'Bannon Co.

Three of the 5-ton units were located on the second floor of the annex where they could cool the department store's tea room. The room, 47 x 114 ft., has all three air conditioners installed along one of the walls. Two units are painted a light color and furred into the decorative scheme of the room. The third, placed in a section of the tea room which simulates a patio, was left in its original color to harmonize with nearby dark wood shutters. Each of the three units distributes air by means of extended plenum chambers which are routed at right

angles to the length of the room. The chambers each have three outlets so situated in relation to a nearby low-hanging center beam as to prohibit the formation of air pockets.

Consequent comfort conditions in the tea room have had a tonic effect on visiting customers since many of them now plan longer shopping trips, the store management said.

In another part of the same floor two 3-ton packaged units have been installed in the Brown-Dunkin beauty shop. These serve not only to dissipate summer heat but also heat produced by hair dryers and other equipment as well as processes used for permanent waving, hair drying, skin and scalp steaming. The circulation of filtered, cooled, dehumidified air, it was pointed out, benefits employees as well as customers by improving the attendants' working efficiency and maintaining the neat appearance of their uniforms.

On the third floor of the main building two other 5-ton Chrysler Airtemp air conditioners take care of the Smart Dress shop, the Fur Fitting, and Fur Store rooms. Lo-

cated at opposite ends of the floor, the units have reduced damage to fabrics through excessive perspiration in addition to providing comfort conditions that encourage a customer to shop leisurely.

Similar 3-ton installations are in use on the fourth floor for both the Ready-to-Wear and the Corset Shop fittings rooms.

The tenth packaged air conditioner, likewise a 3-ton unit, is located on the eighth floor where it supplies conditioned air for the suite of offices occupied by the president of the store.



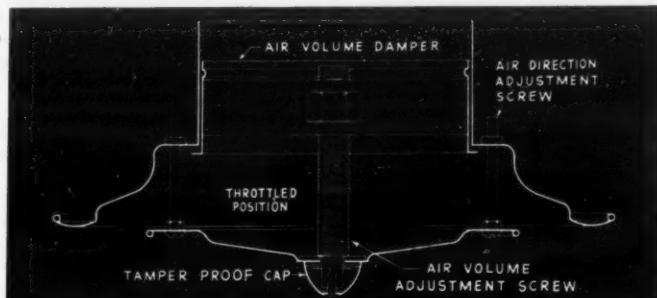
This view shows most of the 114 ft. length of the tea room. Two of the three packaged air conditioners can be seen in the righthand background.

### GENERAL SALES MANAGER

For large Chicago retail establishment representing Chrysler Airtemp air conditioning, commercial refrigeration, and domestic heating equipment for all fuels. Must have broad experience in specialty selling, market analysis, and ability to build and manage an organization to merchandise, install, and service these products. Remuneration will include good salary and incentive plan. Applications, in writing only, will be considered.

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IN CANADA: Douglas Engineering Co., Ltd., 1405 Bishop St., Montreal 25, P. Q.

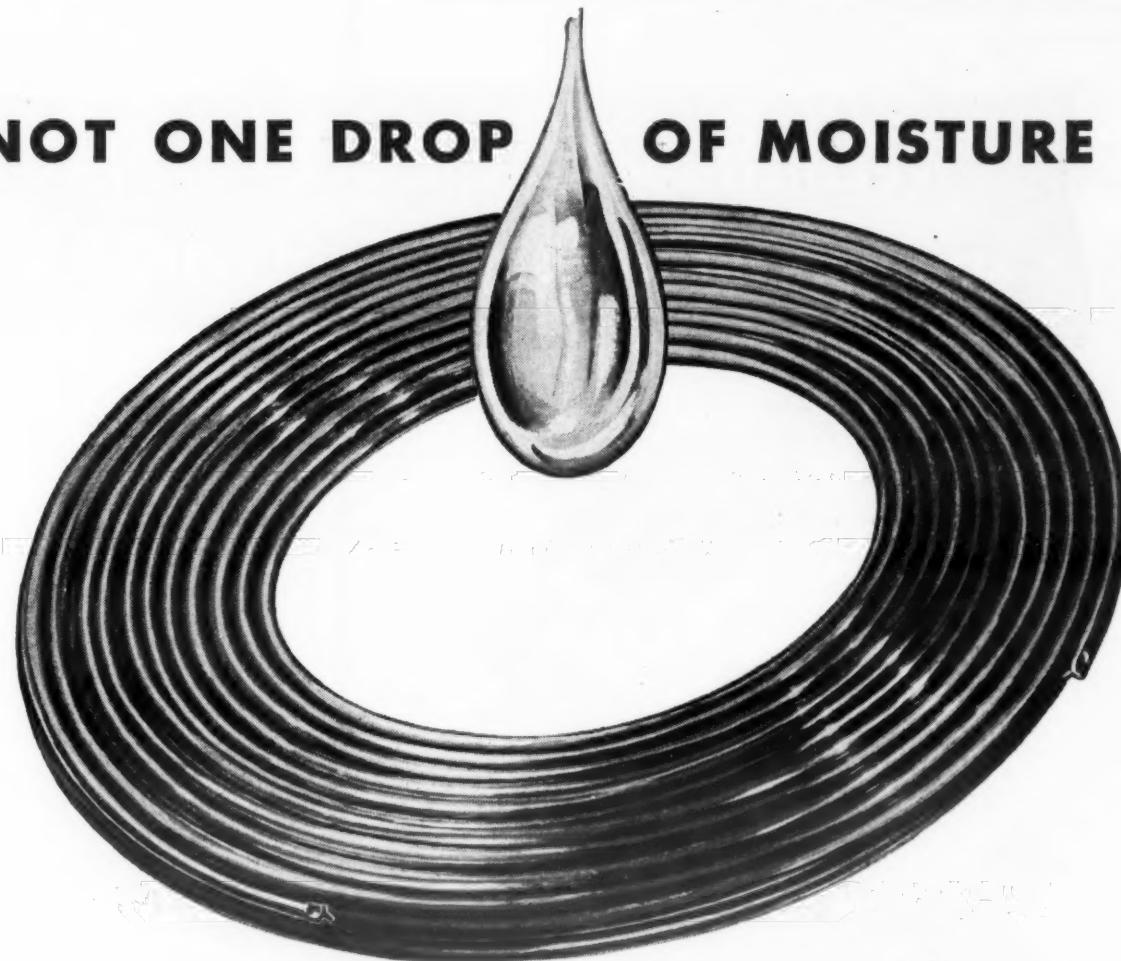
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Revere Dryseal Copper Refrigeration Tube comes in sizes from  $\frac{1}{8}$ " to  $\frac{3}{4}$ " O.D. with .035" wall, and is standard in 50-foot coils. You can use it not only for refrigeration and air conditioning installations, but

for heat control, bottled gas and other exacting services. It is sold by leading distributors throughout the United States. For help with difficult problems, call on the Revere Technical Advisory Service.

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& Refrigeration News**

## Why Shoppers Prefer Pre-Packaged Foods Is Revealed In Detailed Statistical Analysis of A&P Experiment

COLUMBUS, Ohio—Consumer acceptance of pre-packaged fresh fruits and vegetables merchandised in "serve self" type refrigerated display cases in five A & P super markets here was measured at 86.3% by an Ohio Agricultural Experiment Station survey of 482 patrons.

As a means of eliminating waste through spoilage, the pre-packaging experiment was pioneered by the Experiment Station in conjunction with the Great Atlantic & Pacific Tea Co. early in 1945.

(Complete account of the project appeared in the April 22 issue of the NEWS in an article by Charles W. Hauck of the Department of Rural Economics and Rural Sociology.)

Preference by stores of the 482 patrons answering questionnaires concerning methods of offering fresh fruits and vegetables are shown in the following table:

\* \* \*

### Preference Varies Little by Class of Shopper

Store No.	Number of months since installation of self-service	Patrons Expressing Opinions				Total
		Preferring conventional bulk display No.	Pct. of Total	Preferring pre-packaged refrigerated self-service No.	Pct. of Total	
30*	10	5	6.5	72	93.5	77
36†	22	17	15.7	91	84.3	108
37‡	4	23	15.7	115	83.3	138
38‡	5	4	6.1	62	93.9	66
43‡	6	17	18.3	76	81.7	93
Total or average		66	13.7	416	86.3	482

\* Downtown shopping area; largest store operated by the company in Columbus.

† Medium economic-class neighborhood shopping center.

‡ Medium economic-class suburban shopping center.

Location of the store or length of time since pre-packaging was inaugurated seemed to have little to do with the opinions of patrons, according to the above table.

Most pronounced preference for pre-packaged, refrigerated self-service was expressed by customers of Store 30, largest retail operation of A & P in this city.

Located in a downtown shopping area, this store converted to pre-packaged produce 10 months prior to the survey. Store 38 converted five months before the survey. Returns from both sources were almost identical.

Of the 482 patrons replying, 466 furnished information on the number of persons in their families. Size of the family showed no significant relationship with preferences.

This is shown in the table at the top of the next column.

### Size of Family Doesn't Affect Choice

Number of persons in family	Preferring conventional bulk display		Preferring pre-packaged refrigerated self-service		Total Number
	No.	Pct. of total	No.	Pct. of total	
1	1	11.1	8	88.9	9
2	23	16.2	119	83.8	142
3	12	9.2	119	90.8	131
4	16	15.0	91	85.0	107
5 or more	9	11.7	68	88.3	77
Total or average	61	13.1	405	86.9	486

Almost the same proportionate distributions were observed among those with only one in the family and those with five or more. Families consisting of two or three persons comprised well over half of the total replies, and the numbers were nearly the same in these two classes.

In spite of the nearly identical sizes of these two classes of families,

those consisting of two persons expressed the smallest vote for pre-packaged self-service, and those consisting of three persons expressed the largest.

Longer use of fresh pre-packaged produce was accomplished by significantly greater acceptance, according to the following table:

\* \* \*

Number of months experience with pre-packaged self-service	Preferring conventional bulk display		Preferring pre-packaged refrigerated self-service		Total number
	No.	Pct. of total	No.	Pct. of total	
Less than 1 month	8	26.7	22	73.3	30
1 to 6 months	48	14.8	277	85.2	325
More than 6 months	10	7.9	117	92.1	127
Total or average	66	13.7	416	86.3	482

Of the 482 patrons who participated in the survey, 401 offered various reasons for preferring to buy fresh fruits and vegetables this way.

Attractiveness of displays, and the fresh quality of the produce outranked all other motives, the survey report indicated.

Almost equally important was sanitation. Patrons were pleased that the goods had not been handled by prior customers, and that the bins

and floors were clean and free from litter.

People seemed to like, also, the speed and ease with which fruits and vegetables could be selected, convenience of handling the packaged produce in the store, in the household refrigerator, and in the kitchen; and simplification of waste or garbage disposal.

The following table gives actual figures as to the most appealing features of the experiment:

\* \* \*

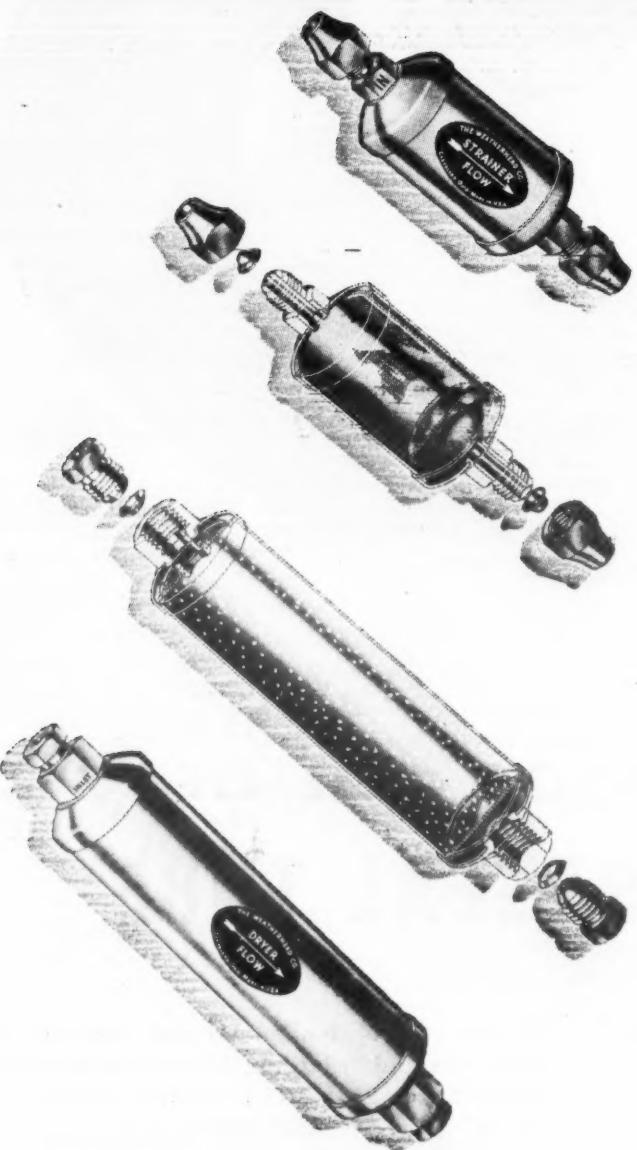
### Shoppers Give Reasons for Preference

Reason	Per cent of Patrons replying	
	Number of times mentioned	Total (942) (401)
Produce is higher in quality and appearance	226	24.0
More sanitary; not handled by previous patrons	216	22.9
Speeds shopping, and permits better choice at early and late hours	184	19.5
Produce keeps longer after purchase	127	13.5
Produce stores more readily in household refrigerator	74	7.9
Kitchen preparation and waste disposal is easier	35	3.7
More convenient to carry in shopping carts and bags	30	3.2
Miscellaneous minor reasons	50	5.3
Total	942*	100.0

\* Since some patrons stated more than one reason, the number of replies (942) exceeds the number of patrons replying (401).

(Concluded on next page)

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WEATHERHEAD dryers and strainers are leak-proof because they are constructed of seamless steel tubing with formed steel ends and multiple screens, hydrogen brazed into an integral assembly. They have no soft solder seams or gaskets.

The Silica Gel drying agent used in Weatherhead Dryers insures free flow of the refrigerant because it does not powder or break down. No organic filters or felts are used which might in themselves, clog or impede the flow of the refrigerant. This assures minimum pressure drop.

Weatherhead dryers and strainers are corrosion proof. Dryers are made in both rechargeable and non-rechargeable types.



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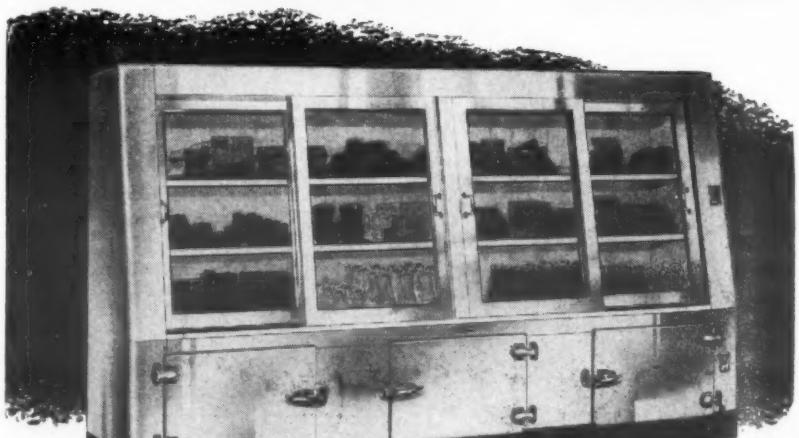
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All porcelain exteriors and interiors. Equipped with patented and exclusive features.

**PUFFER-HUBBARD MFG. CO.**

★ The Mark of a Good Case  
GRAND HAVEN, MICHIGAN, EST. 1898

## Pre-Packaged Foods Impress Housewives

(Concluded from preceding page)  
Several customers pointed out that pre-packaged fresh fruits and vegetables simplify the task of shopping since it permits the housewife to maintain better supplies, though shopping less frequently, the Experiment Station report stated.

Several housewives were impressed with the advantages of having a wider choice of top quality merchandise during early and late business hours as a result of pre-packaging and refrigeration. Laborious trimming and preparation of displays by conventional practice in retail stores frequently delays transfer of some items from stock to display counters until mid-morning or later.

The desire of a retailer handling bulk displays to avoid overstocking

often results in run-down offerings toward the end of the day.

Objections to prepackaging were voiced by 209 customers, but of this number, 146 or 69.9%, preferred pre-packaged items over bulk in spite of their stated objections, the survey points out.

Leading objection was that some commodities are being packaged in units that are too large. Possibly the most significant objection, according to Experiment Station officials, though it was mentioned less frequently, is that the quality of the packaged produce is not dependable.

The buyer must be fully as cautious as when buying from bulk, if not more so.

In table form below are stated the complaints registered by 401 patrons:

Objection	Number of times mentioned	Per cent of replies	Total Patrons (246)	Per cent of replies replying (209)
Some packaged units are too large	103	41.9	49.3	
Quality of packaged produce not dependable	93	37.8	44.5	
Visibility not adequate to permit wise selection	21	8.5	10.0	
Some packaged units are too small	10	4.1	4.8	
Moisture condensation on wrappers undesirable	8	3.3	3.8	
Packaged produce is more expensive	7	2.8	3.3	
Miscellaneous minor objections	4	1.6	1.9	
Total	246*	100.0		

\*Since some patrons stated more than one objection, the number of replies (246) exceeds the number of patrons replying (209).

Examination of the replies of the 103 persons who stated that some pre-packaged units are too large revealed that the number of persons in these families ranged from one to eight.

It would be expected that the number of objections on this score would be inversely proportionate to the

number of persons in the family. (The smaller the family, the more objection there should be to large unit packages.)

Below is a table showing the number of persons in families of 103 customers registering the objection that present packages are too large:

Number of persons in family	Number of patrons stating number in family	Number	Per cent of total objecting	Per cent of those stating number in family
1	9	3	2.9	33.3
2	142	33	32.0	23.2
3	131	35	34.0	26.7
4	107	20	19.4	18.7
5 or more	77	12	11.7	15.6
Total	466	103	100.0	22.1

At first glance, it may seem surprising that this objection was raised much less frequently by those buying for a single individual than by those with two, three, and four in the family.

When the number stating this objection in each class is compared with the total number in the class, it will be noted that the results are about as expected.

Namely, it was the smaller families in general that expressed the greater preference to have some items packed in smaller units, survey officials point out.

Attention is also called to the fact that those with two, three, or four persons in the family comprised 380 families, or 81.5% of the 466 who stated the number of family members. These, obviously, are the classes furnishing the most patronage.

The Experiment Station recommends that family size distribution of this typical group of buyers be taken into account in all matters having to do with retail merchandising of these perishables. These are the patrons to please, the report states.

"Although emphasis herein has inevitably been placed upon the majority of replies favoring pre-packaging, it cannot be overlooked that a considerable number were not pleased with the method," the survey report points out.

"About 14 in 100 indicated a preference for buying fresh fruits and vegetables from bulk displays as before. This may be explained in part by the natural reluctance to accept immediately anything new and unfamiliar, and yet it must be construed to mean also that these consumers considered the value and service to them less satisfactory, in some respects, when the goods are pre-packaged."

Certainly the customer is less able to judge the quality and freshness of the product at the time of purchase if the merchandise is surrounded by a closed package, however transparent, concedes the survey report, continuing to state that because of this, the retailer or packer has an added responsibility.

"It would seem, therefore, that if pre-packaging of fresh fruits and vegetables is to be permanently successful, it must be accompanied by exacting care at all points in grading and packaging operations, constant effort to maintain a high standard of quality and freshness, rapid turnover,

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WITH SPRAY COOLERS

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## Proper Refrigerated Food Storage Can Improve Rural Conditions, Electrification Meeting Told

CHICAGO—Three problems involving refrigeration on the farm are cited by Harry J. Reed, director of the agricultural research station at Purdue university, as being among those requiring further research in order to increase the "welfare of rural people through farm electrification."

These problems are:

Improve methods of handling fresh perishable products through development of farm refrigeration, quick freezing, and pre-cooling equipment.

Study methods of preservation, processing, and storage in order to determine optimum conditions for handling each product.

Study the marketing of broilers in frozen packages processed on the farm.

Mr. Reed, who is also dean of Purdue's college of agriculture and director of the university's extension service, listed these projects for study in a talk at the first National Farm Electrification conference held here last month.

This conference, attended by 400 representatives of a wide variety of organizations interested in farm electrification, organized the National Farm Electrification Association to conduct and expand programs pertaining to the profitable and practical utilization of electricity on farms.

Officers of the new association were directed to get in touch with the proper federal authorities in Wash-

ington and present the story and facts necessary to support an adequate research budget of \$250,000 for the year ending June 30, 1948, for the farm electrification division of the U. S. Department of Agriculture.

The conference also approved the recommendation of extension workers to the Edison Electric Institute that material be made available for two-day in-service training schools for county extension workers.

### Several Others Address Group

In addition to Mr. Reed, the conference heard F. T. Whiting, vice president of Westinghouse Electric Corp., urge education of the farmer on the work electricity can do for him; C. H. Lang, vice president of General Electric Co., propose coordination of such educational programs; William A. Ritt, secretary manager of North Central Electrical Industries, discuss the importance of good farm wiring and how to get it; and Charles G. Pyle, managing director of the National Electrical Wholesalers Association, point to the electrical specialty dealer as the logical man to sell the farm market.

In proposing his research projects, Mr. Reed said, "The loss of the nutritive value of plant and animal products through handling, preserving, curing, and storage is astounding.

"The feeding value of hay handled and stored in the usual manner is but a small fraction of its value be-

fore it is cut. Eggs deteriorate rapidly from the time they are laid until they leave the farm. Fresh fruits and vegetables are a total loss unless fast and expensive marketing procedures are followed.

"The performance of certain processing and related jobs on the farm or in the farm community show prospects of reducing transportation and handling expense, yielding better quality of products, and providing farmers and rural communities with additional income.

"The success of many of these projects depends on the use of suitable equipment operated with electrical energy.

"For example, the strawberry growers of southern Indiana could probably benefit from sharp freezing equipment to process their berry crop. Sharp freezing and storage equipment would allow orderly marketing of the crop over a longer season with less dependence on a variable local market. A variety of berries could be grown that would command a market premium in comparison to the shipping berries now growing."

### Motors Save Labor Costs

Mr. Whiting declared that "in a single hour a 1-hp. motor delivers as much work as an average hired man on a farm does in a full 10-hour day.

"If the farmer buys that amount of labor in manpower, he will pay several dollars for the day's work. If a motor does the same work in an hour, the cost will be less than four cents."

In describing the work that electricity does for the farmer, Mr. Whiting mentioned that "with dehydration and quick freezing, Mr. Kilowatt helps the farmer prepare meat, vegetables, and other crops directly for distribution to consumers."

He said that Westinghouse has established proving farms to get practical and factual information on how electricity can help the farmer.

Among the products that such information helped Westinghouse to develop, according to Mr. Whiting, is a "drop-in" electric cooler that can be used with any well-insulated cabinet.

"In some cases," Mr. Whiting said, "it is to the farmer's advantage to make an installation of this type rather than to buy a complete cabinet cooler."

Mr. Lang of General Electric declared that "farm families and the nation will suffer unless we find ways to more rapidly get electricity put to work in the farm 'factories' and in the farm homes."

Manufacturers, farm organizations, educational groups, and power suppliers "can really accelerate this work and the important results of it through less duplication and more intelligent joint effort. Such programs are possible through better understanding and planning," he said.

### Recommended Farm Wiring

On the subject of good, or engineered, farm wiring, Mr. Ritt has this to say:

"Since the service entrance or meter loop is so basic to good farm wiring, we must think more in terms of 100 ampere and larger entrances for electricity on the average farm.

"We must also give more attention to 'load center service'; that is, locating the meter loop or point of distribution at the most desirable location nearest to the point midway between the two or more locations where heavy use will be made of the largest current consuming devices.

"The size of the conductor in the farmstead outside the buildings is extremely important from two viewpoints.

"First, their ability to carry the imposed loads at a minimum of voltage drop.

"Second, to supply adequate capacity from the transformer to the buildings so that if there should be a short circuit on the small conductors in the building, the fuse will be more likely to blow.

"This protects the electric equipment as well as the buildings where fire hazard may develop, and keeps the current cost low.

"Too many farms have No. 8 conductor in the outside system. This No. 8 conductor is not usually adequate to carry the load and the unbalances which we are now finding

on most farms.

"Surveys indicate that No. 6 conductor is the minimum that should be run to the residence on the farm. For other farm areas a No. 6 conductor can carry a 7½-hp. motor over a distance of approximately 250 ft. from the transformer, provided the motor load is one that is constant and that there is no overload.

"The distance, however, must be calculated on the following basis:

"Distance from service transformer to customer's yard pole.

"Distance up and down yard pole.

"To this we must add the length of the line to the building housing the motor, the length of the line through the switch box, thence the length of the line to the motor.

**When Motor Loads Are Variable**

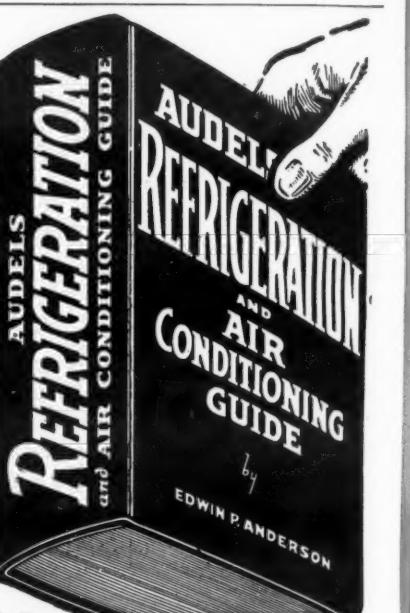
"A further difficulty arises when a motor is operating variable loads such as in silage cutting, chopped hay elevating, roughage chopping, etc. On all these loads the motors may momentarily operate as high as 265% of their rating.

"This means that a No. 2 conductor should be installed for motors operating such loads at a wiring distance of 250 ft. The larger conductor will supply the power to permit the motors to carry over the overload impulses.

"A 7½-hp. motor is that size which can be operated to advantage on many farms and engineers are finding that this is the most economic unit for several purposes.

"A No. 4 conductor will carry this motor load on a constant load base to a distance of slightly more than 400 ft., but No. 0 conductors are required for that distance to carry this on the overload base which may be encountered on certain intermittent type loads as previously mentioned.

(Concluded on next page)



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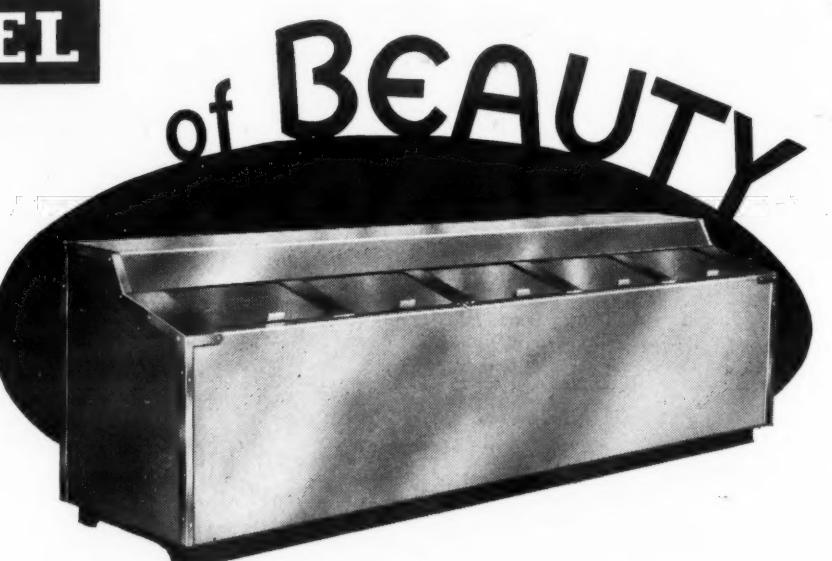
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## Rural Specialty Dealer Can Give Farmer Best Installation, Servicing, Says Pyle

(Concluded from preceding page)

"The need for greater attention to circuit wire and load balancing is illustrated by this problem which has gained increasing importance, brought on by the extremely large amount of equipment up to about 1,600 watts operating at 120 volts.

"Broilers, motors less than  $\frac{1}{2}$  hp., electric irons, refrigerators, quick freezers, dairy water heaters, portable water heaters, and small electric space heating equipment may be so connected that not only the farmer's wiring but the supply transformer for the farm has a badly unbalanced load with resultant high voltage drop.

"The solution to operating 120-volt equipment is to have the load divided between the two sides of the line from the transformer to the various buildings.

"This means that if we install two units of equipment larger than 600 watts, we should provide a three-wire circuit to the building and arrangements should be made so that the circuit serving one piece of equipment is on one side of the line and that serving the second piece of equipment is on the other side of the line.

"The 110-volt heating equipment should especially be considered as being best served by individual circuits properly divided, or better yet, that 220-volt units be used on special individual circuits.

### Farms Need More Circuits

"Good farm wiring calls for a greater number of circuits than we find on the average installation, and it also calls for more attention to the balancing of loads between the various circuits, plus an increased number of special purpose outlets.

"Long circuit runs must be avoided as much as possible and fuse sizes kept to the minimum size because circuit impedance or resistance may be so great on long runs of wire that fuses will not blow on partial short circuits."

Mr. Ritt pointed out that farm wiring is not an easy job. It is one that requires competent and responsible workmanship, he said.

To protect farm families from the dangers of faulty wiring, Minnesota passed an electrical licensing law in 1937, he stated.

"All objections to this type of legislation among rural legislators vanished as first hand reports came in of hazardous wiring, unsuitable materials, and incompetent workmanship on many of the first Rural Electrification Program projects," he related.

"One rural legislator's farm house burned down due to defective wiring while this legislation was under consideration. Another found that he had paid an exorbitant price for a questionable job."

Under Minnesota law, master electricians, journeymen, and special electricians are required to pass examinations. Electrical contractors, he said, are required to have a master electrician's license and post a \$1,000 bond with the state to guarantee faithful performance of all work entered into or contracted for.

"Thus, we know who these people are, where they live and operate, and

tation and quality control in cooperation with the milk producers and processors, barn mow curing of hay, soft corn drying, and many other subjects in which good electric wiring plays an important part."

Mr. Pyle of NEWA joined Mr. Ritt in stressing the importance of engineered farm wiring, adding that the wiring blueprint of the farm should provide for future expansion.

### Wiring for Long-Term Needs

"I think that all power suppliers should sell adequacy of wiring in the farmer's interest," Mr. Pyle asserted. "They should undertake to blueprint the wiring job and on that blueprint indicate all the probable uses for electricity—and the appliances and lighting to carry them out—that the farmer may want eventually."

"Let us be very sure of at least one thing—that adequate capacity is provided and that the farmer thoroughly understands the practical value and the saving to him represented by adequate wiring."

"The job having been engineered, the installation can be handled by any qualified contractor. It will conform to the farmer's buying decision."

"The important thing is that the wiring will have been planned for adequacy, whether the farmer initially accepts 50% or any percentage less than a complete installation."

"As for the wiring layout—the blueprint of the farm—I think it should be nailed to the barn door at a good height for easy reading."

Mr. Pyle expressed the opinion that the electrical industry can reach and sell the farm market through the electrical specialty dealer.

This dealer, he said, might handle nothing but electrical or electrically

operated products for the farmstead. He might manage a hardware or furniture store specializing in electrical items. Or he might be a contractor-dealer, or even a plumber.

At any rate, he should carry a complete line of electrical productive equipment in which the farmer finds a natural first interest and appliances and radio receiving sets the sales of which customarily follow, according to Mr. Pyle.

"Of still greater importance," Mr. Pyle stated, "is the electrical dealer's ability to install and service the products he sells. That is the kind of work he is set up to handle. It is part of his training, his method of operation, the service he normally renders."

### Rural Dealer 'On the Spot'

"It is the electrical specialty dealer who is best equipped to give the farmer the installation and servicing help he needs, when he needs it and where he needs it, which is right on the spot on the farm."

The electrical dealer serving the farm field can be reached through the electrical wholesaler, Mr. Pyle declared. The electrical wholesaler, he said, regularly conducts seven basic services for his suppliers and at the same time renders eight basic services to his many customers.

The electrical wholesaler, he added, should set up a farm electrification department. "If he does not now handle farm production equipment, such as water systems, and milking machines, he should add them."

"This whole operation should be directed by a man thoroughly qualified by reason of his special experience and knowledge of practical farming and of electrical equipment and products of all kinds," Mr. Pyle asserted.

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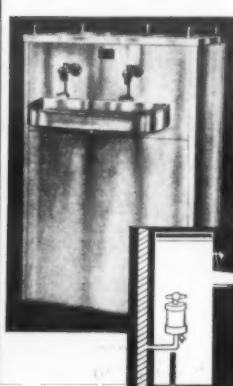
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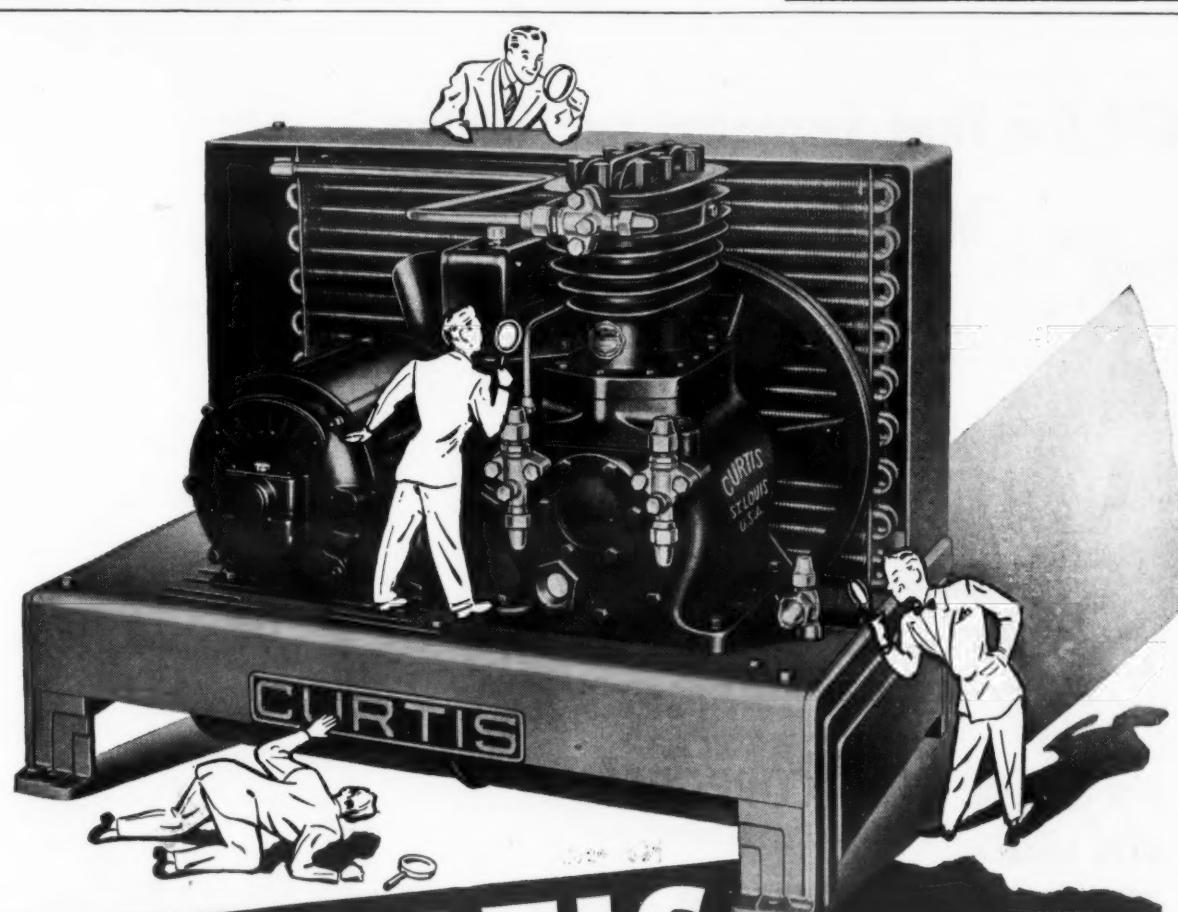


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**Joins Refrigeration Co.**R. F. LOTZ  
\* \* \***Lotz Becomes Comptroller For Virginia Smelting**

WEST NORFOLK, Va.—R. F. Lotz, budget director of Kimberly-Clark Corp., has joined the executive staff of the Virginia Smelting Co., West Norfolk, as comptroller.

Mr. Lotz succeeds W. J. Taylor, who died in June of this year. A graduate of the University of Illinois, he has had a great deal of experience in production engineering. Before his work with Kimberly-Clark, he was on the industrial engineering staff of the Standard Oil Co.

**White-Rodgers Catalog****Details All Controls**

ST. LOUIS—Describing in considerable detail its complete line of controls, White-Rodgers Electric Co. here has just brought out a new catalog which is said to contain all the data necessary on specifications, dimensions, applications, installation, setting, adjustment, wiring diagrams, and prices.

The catalog is made in loose-leaf form with a tough, flexible cover so that additional sheets and price lists can be added as issued. Thumtab dividers list the types of controls and control catalogs contained.

Besides refrigeration controls, the catalog has sections on fan and limit controls, light and heavy duty thermostats, hot water and steam controls, industrial oven controls, and gas valves and safety pilots. Tabs are provided for primary oil burner, stoker, relays, and damper motors also. First section of the catalog describes in detail by means of text, photographs, and drawings the construction and operation of the company's "hydraulic-action" temperature controls.

**Ricket & Quinn Organize Dealership In St. Louis**

ST. LOUIS—The Ricket Electric, Inc., has been incorporated here to engage in the electrical appliance business with \$30,000 authorized capital stock by Simon T. Rickett of 2621 Sutton Ave., Maplewood, Mo. and Madeline Quinn, 511 Title Guaranty Bldg., St. Louis.

**NAT Gas Fired Suspended Unit Heaters****Made in two sizes:**

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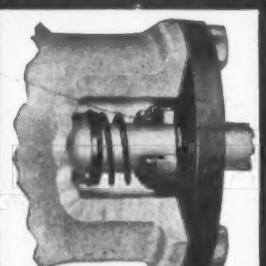
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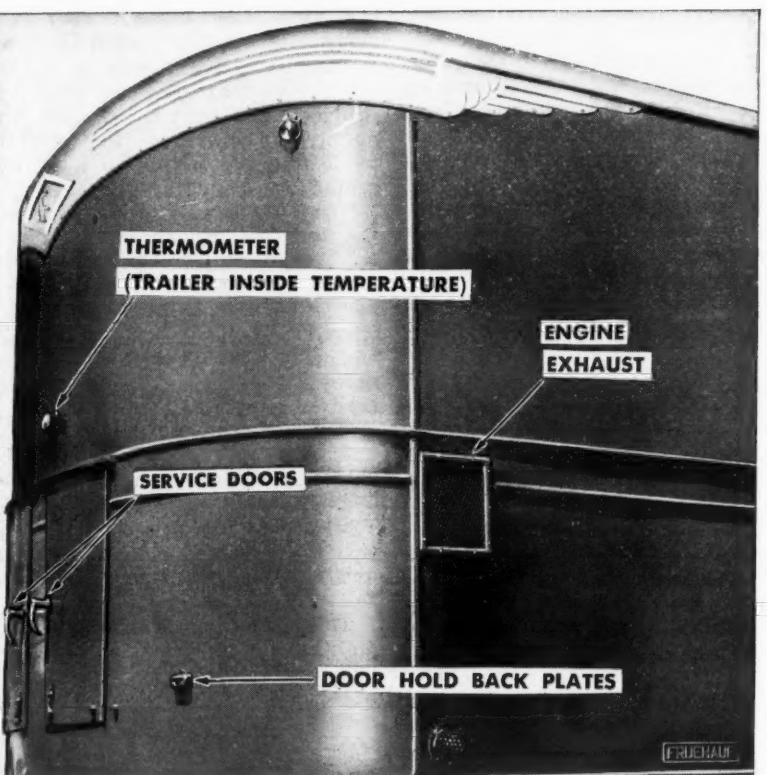
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**White-Rodgers Catalog****Details All Controls****Servicing Truck Refrigeration Units**

**Editor's Note:** Beginning with this instalment the News is publishing typical service and operating questions on truck refrigeration which have come in from truck owners actually using refrigeration units. This material is from the files of Advance Mfg. Co., manufacturer of the Trail-Aire unit, and was prepared in collaboration with Henry O. Kirkpatrick, chief engineer of Advance.

**Instalment No. 12**Fig. 20 shows exterior location of thermometer on Trail-Aire unit.  
\* \* \***Truck Operators' Questions on Refrigeration****Thermometer May Give Incorrect Temperature**

**Question:** After the first couple of days operation with this unit, the purchaser called us, stating that a hand thermometer showed that it

was 12° colder inside the trailer than the reading of the thermometer mounted outside the trailer. The purchaser advises that he took the reading at the same point where the outside thermometer bulb is located.

Of course, it is possible that his hand thermometer was incorrect;

however, the company has quite a bit of refrigeration equipment in their plant and they have a qualified refrigeration man in charge of this equipment and he is the person who took the reading.

**Answer:** It is entirely possible that the subject unit thermometer is out, that is, it is not indicating the true temperature of the refrigerated space. The probable reason for this is that the element of the thermometer has lost some of its charge through a very minute leak. If this is the case, then the entire thermometer should be replaced.

You must, however, first determine whether the unit thermometer is correct by removing the bulb from its mounting place at the air inlet of the evaporator and inserting this bulb in a container of finely crushed ice with just enough water added to float the ice. After about two or three minutes the dial indicator should read about 32° F. If this is the case, then the thermometer is o.k. and the customer's thermometer is incorrect. If the dial indicator does not read about 32° F., that is, if it is off more than 3°, the thermometer should be replaced.

**Units Will Cool But Won't Heat on a Cold Day**

**Question:** We have a complaint on two units of the \_\_\_\_\_ trucking company. These units will cool all right, but on a cold day they will not heat. On a warm day, or above 32° F., they work satisfactorily.

We had a reliable refrigeration company check these units, and their man claims there is nothing wrong with them, other than that the refrigerant is condensing in the lower coil when the unit is used for heating.

He claims that there should be some method of heating this coil with the engine exhaust, and also that the large screen on the trailer should be covered or closed when the unit is used for heating.

**Answer:** We do not doubt the reliability of the refrigeration mechanic who checked these units, but we do take exception to his explanation as to why these units will not heat below 32° F. outside temperature.

These units have been tested on a day when the outside temperature was -14° F. on a haul that required several stops ranging in length from 10 to 45 minutes, and the load was maintained at a temperature of 34° to 36° F. during the entire run. Therefore, the load did not suffer any damage from freezing.

On a run where the doors are not opened repeatedly, the unit should do an even better job, assuming that everything is in proper working order on the unit.

Therefore, we suggest that you convey this information to the service man and have him recheck the unit with particular emphasis on the thermostatic expansion valve that is used in the heating cycle. This valve is in all probability out of adjustment.

**Profit from the experience of men who know the extra advantages of Davison's. Specify Davison Refrigeration Grade Silica Gel from your jobber. He has it in bulk or in factory-charged dehydrator cartridges.**

\*In a recent unbiased survey made among refrigeration service engineers, 91% . . . yes, more than 9 out of 10 practical, working service men who specified a brand, preferred Davison's

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**NEW CHARGING SET**

The VISOLEAK Charging Set was developed to inject VISOLEAK, add refrigerant oil or re-charge sealed units. For use on all types of refrigeration systems without danger of introducing air or foreign matter.

Charging Set—complete with hoses \$7.50  
Filler only—without hoses \$6.00

See your refrigeration supply jobber or write for complete information.



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Los Angeles 44, Calif.

## Now Sales Manager



J. YORK HEWITT

## Hewitt to Manage Gemco Air Conditioner Sales

ST. LOUIS—J. York Hewitt has been appointed sales manager for the Air Conditioning Division of General Engineering & Mfg. Co., St. Louis, it has just been announced by John H. Schreiber, president of the company.

Mr. Hewitt will supervise sales of the new Gemco "packaged" air conditioner which is to be in volume production by the first of January.

Mr. Hewitt, a graduate of Washington university, has been with D'Arcy Advertising Co. for the past three years as market research analyst. Before that he was mid-Western representative for the Crossett Paper Mills, and was at one time sales representative for Proctor & Gamble.

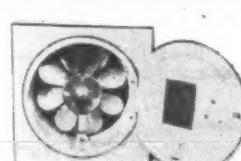
## War Dept. Cites Civilians For Refrigeration Service

BIRMINGHAM, Ala.—War Department commendation for meritorious civilian service was recently given to personnel of the Refrigeration and Air Conditioning Section, Headquarters Seventh Army, Atlanta, Ga. in recognition of services rendered during the war.

Individuals receiving the award included: Wm. T. Smith, Chief of Section; Stephens Archer Avary, assistant chief and Frances A. Hackman, secretary. Mr. Smith, formerly Frick distributor in Birmingham, was given commendation for "loyalty, initiative, and exemplary performance of duty from May, 1943, including service as chief, refrigeration, ventilation, and air conditioning section."

## Koppers Dept. Store, Miami, Opens Enlarged Record Shop

MIAMI, Fla.—Koppers department store here recently announced the opening of its new and enlarged record department. The firm provides two studios on the mezzanine for the auditioning of classical works, and other listening booths are available on the ground floor for selection of popular records, it was reported.



Model SQ-10-W

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## Refrigeration Problems And Their Solution

By P. B. Reed

## For Service and Installation Engineers

## Separating Oil From Refrigerant(3)

There is another factor that is very important to the successful application of a high-side oil separator to an installation but this factor is nevertheless frequently overlooked, and that is the temperature of the oil in the bottom of the oil separator.

Oil, when it is cold, absorbs a great deal more refrigerant than when it is warm; also oil absorbs more refrigerant when the pressure on it is high than when it is low.

For example, take a high-side oil separator in a "Freon-12" system with the condensing pressure 120 lbs. per square inch. If the oil is at 180° it can dissolve only about 16% of its own weight of "Freon-12"; at 160° about 22%; at 140°, 28%; and finally at 110° about 60%.

## OIL ABSORBS REFRIGERANT IN SEPARATOR

The oil in the bottom of the high-side oil separator is exposed to the refrigerant vapor in the separator shell and will therefore have in solution the percentage of refrigerant corresponding to its temperature and to the pressure of the refrigerant gas in the separator, that is, condenser pressure.

"If a "Freon-12" air-cooled condensing unit, equipped with a high-side oil separator, is in a fairly warm room, say 80°, the oil in the separator is at about 80° when the unit starts to run after a normal idle cycle, and the refrigerant pressure is about 85 lbs. per square inch. Under these conditions the oil will hold in solution over 70% of its weight in "Freon-12."

## OIL MAY BE MOSTLY REFRIGERANT

That is, the "oil" in the bottom of the oil separator will actually be about three-fourths refrigerant and one-fourth oil, so that, instead of returning oil to the compressor crankcase the solution is three times as much refrigerant as oil.

As the compressor runs the discharge gas heats up and as it does so the oil in the oil separator warms up and the amount of refrigerant it can hold in solution decreases, providing the condensing pressure remains the same.

In the water-cooled unit the condensing pressure may go up very little, but in the air-cooled unit the condensing pressure rises, so in an 80° room it would probably get to around 125 lbs. per square inch. At the same time the hot gas temperature would probably be around 150°.

Assuming that the oil in the separator would also be heated to 150° its solubility at 125 p.s.i. is about 16%, so that instead of the solution going back to the compressor as three-fourths "Freon-12" and one-fourth oil, it is now five-sixths oil and only one-sixth "Freon-12."

## OIL PURIFIES AS IT WARMS

Assume that the oil in the crankcase contains a considerable amount of refrigerant in solution. When the compressor starts the crankcase pressure is reduced which lowers the amount of refrigerant that the oil can hold in solution, and the refrigerant "boils" out causing the oil-refrigerant mixture to foam and be violently agitated. This is aggravated by the rods beating into the oil. As a result excessive quantities of oil-refrigerant mixture are pumped past the pistons causing what is termed "oil-sludging."

If possible, only oil should be put into the crankcase. The oil in the crankcase gets refrigerant from the suction line along with the oil returned from the evaporator. This presents enough of a problem without having it complicated and aggravated by dumping a lot of refrigerant into it along with the oil from the high-side oil separator.

After the compressor runs awhile it warms up and its oil becomes

warmer making it easier to vaporize the refrigerant from the oil-refrigerant mixtures returned from the high-side oil separator. At the same time this mixture from the separator is less and less refrigerant and more and more oil.

As a result, after the compressor has run a few minutes and warmed up and the oil in the oil separator has also become warm the problem of refrigerant in the oil is much reduced, so much so in fact, that the compressor can control it without "oil slugging," which is directly due to the violent agitation of the oil because of an excessive amount of refrigerant dissolved in it.

## SUITABLE APPLICATIONS FOR HIGH-SIDE OIL SEPARATORS

All this does not mean that high-side oil separators should not be used; but it does mean that they should be applied with care. They should not be installed in cold rooms or cold basements nor on installations operating on very short cycles, such as instantaneous water or beer coolers.

Many refrigeration service engineers have seen condensing units equipped with high-side oil separators installed in cold rooms or basements and have seen the oil line from the oil separator to the compressor actually frost, for it was carrying almost pure refrigerant. The compressor on such an installation stands to be ruined within a short time.



Manager, Refrigeration and Air Conditioning Division, Perfex Corp.

High-side oil separators have their place: on installations on which the evaporator has no adequate oil return device, that operate on long or reasonably long cycles, that preferably operate at a comparatively high discharge pressure and temperature and that are located in a fairly warm place, say 60°, or above.

High-side oil separators are particularly helpful on low temperature installations where the size of the evaporator is limited and its heat transfer rate must therefore be as high as possible.

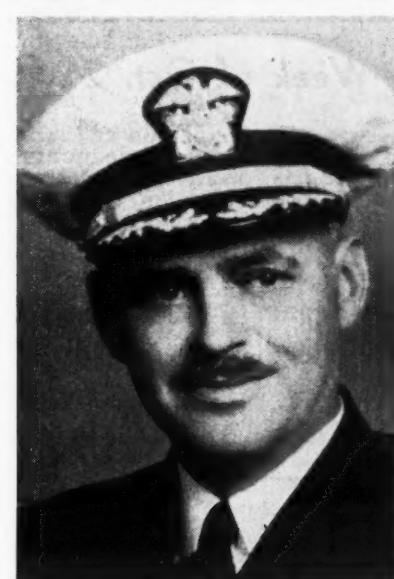
## New Catalogs Cover Water Chillers, Oil Separators

JACKSON, Mich.—Two new catalogs describing Acme's "Freon" oil separators and dry-ex water chillers have recently been released by Acme Industries, Inc. here.

The "Freon" oil separator catalog is a four page, two color booklet describing the company's six models of oil separators designed to meet requirements for installations from  $\frac{1}{4}$  hp. to 10 hp. It includes specifications, dimensions, capacity connections, and prices.

The Dry-ex water chiller catalog is a 12 page affair covering specifications, instructions for selection, heat transfer data, water pressure drop data, a schedule of dimensions, and a mean effective temperature difference table.

## Joins Consolidated



HARRY M. RUDIO  
Has been named sales engineer for Consolidated Engineering Corp. of New York City. Prior to duty with the Navy he had been with Chrysler Airtemp and Carrier.

## Tools for Maintenance Of Motors Catalogued

SYCAMORE, Ill.—A new 10 page illustrated catalog describing motor maintenance tools which conserve equipment is being offered by Holub Industries, Inc., here.

Through proper maintenance care, greater immediate efficiency is assured—preservation of present motors and generators will eliminate costly shut-downs later. The equipment described is: commutator and slip ring resurfacing stones, polishing stones, commutator saws and milling cutters, carbon brush seaters, blowers and vacuum cleaners, etc.

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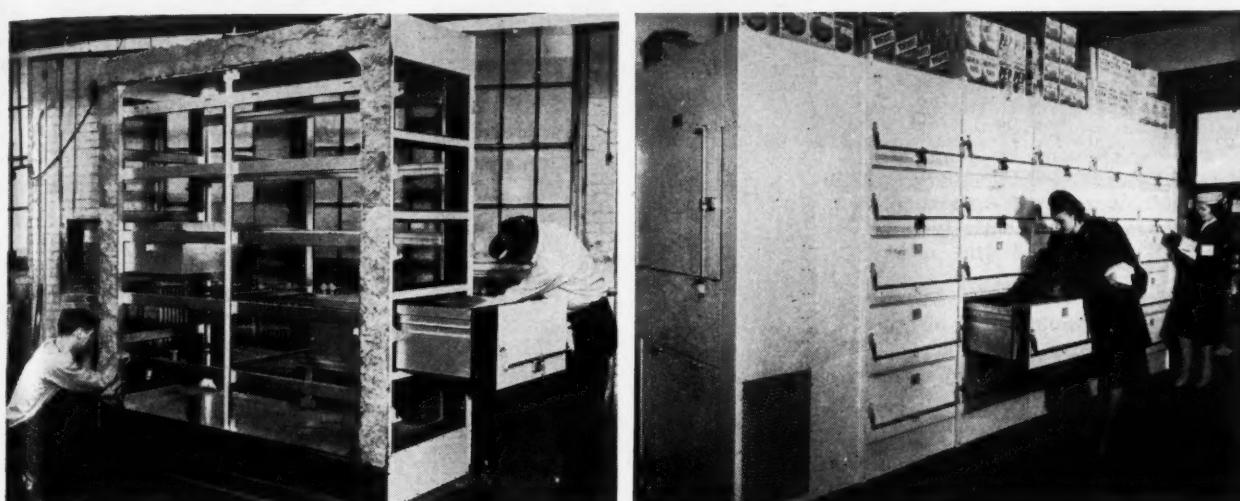
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## The Iceberg Locker Plant, In Process, and Installed



(Left) An Iceberg Refrigerated Locker Systems, Inc. unit in the process of being built. They are made by the Globe-Wernicke Co., long-established manufacturer of filing cabinets and office furniture. (Right) This picture shows an Iceberg installation in a grocery store. Design is such that company officials claim it will

maintain temperatures for storage of food in any ordinary room temperatures.



Drawers have 6 cu. ft. of storage space, and are of the pull-out type. Defrosting takes 15 minutes, and removal of the food is not necessary, say Iceberg officials.

### Some Users Ready For Larger Systems

NEW YORK CITY—Several of the first purchasers of Iceberg Refrigerated Locker units, which are designed to provide low temperature locker storage without regard to the temperature of the room in which they are installed, are now ordering additional units, officials of the company claim.

At the Walker Locker Plant, New Castle, Pa., a complete renovation of the plant is contemplated which includes the tearing out of walls and partitions to accommodate additional Iceberg units. The Walker plant had two Iceberg units installed a short time ago, but the demand soon exceeded the available capacity so the new plans were necessary.

Gilbert Ahlstrand, owner-operator of the Farmer's Creamery locker plant in Cyrus, Minn., says that he has found no resistance to the rental of \$25 per year which he charges for the Iceberg unit lockers, as compared with \$12 for the conventional locker room locker. The demand for the Iceberg type of unit is pushing present capacity, he said.

D. W. Kessell of Pittsburgh, Ohio, installed Iceberg locker units in his food market last August, and claims that 40% of his present renters previously had lockers in other plants. He says his rental charges are considerably higher than those in a conventional type plant.

### Army Freezing Methods To Widen Oyster Sale To Distant Market

SEATTLE — Quick-freezing may soon make the oyster a staple in corner grocery stores all over the U. S.

Where in prewar days the distribution of oysters was limited by their perishability (seven to 10 days) the bivalves, when frozen, can now be kept from nine months to a year in cold storage, packers now claim.

This new process for handling oysters grew out of the Army's wartime dissatisfaction with the restricted distribution of the catch along the West Coast. Hitting upon a method of its own for quick-freezing them, the Army then proceeded to buy up some 2.5 million lbs. and ship them to troops all over the U. S. and many faraway overseas bases.

The idea caught on, so now most all packers are quick-freezing fresh oysters. One is even marketing a quick-frozen oyster stew that only need be thawed and heated before eating. Others are freezing the oysters in large cans and carting them off to various distant market outlets.

There they are thawed in the store and sold in bulk through normal distribution channels as fresh as their first day out of water.

## Lake Forest Freeze Mart Cutler-Hammer Catalog Frozen Foods Will Be Marketed Nationally

LAKE FOREST, Ill.—The entire production of Lake Forest Freeze Mart, Inc., will be distributed on a national scale by the John M. Eagle & Co., Inc., according to Robert E. Spiel, president of the Eagle company.

Present production of the Freeze Mart includes frozen beef loaf, beef stew, and dog food; and these are expected to be added to in the near future. The Eagle company will merchandise these products through wholesale and chains of stores which are equipped to handle this type of food distribution.

Although the brand name, Lake Forest, will be maintained, the Eagle executives will specify products and supervise manufacturing operation.

MILWAUKEE — The new Cutler-Hammer refrigeration catalog is now ready for distribution.

The line of refrigeration control and accessories illustrated and described in the catalog will meet almost any problem of domestic or commercial refrigeration, company officials claim.

Sections of the book are devoted to domestic replacement control, semi-commercial control and commercial control with each section arranged to facilitate speedy identification and selection of the proper control for any application.

In addition to the control listings, a section of the catalog is devoted to installation and service hints of particular interest to the refrigeration service man.

A copy of the catalog can be obtained by writing Cutler-Hammer, Inc., 502 North 12th St., Milwaukee.

### Anderson Heads Deepfreeze Seattle District Sales

NORTH CHICAGO, Ill.—F. F. Duggan, general sales manager of the Deepfreeze Division, Motor Products Corp., has announced the appointment of Carl J. Anderson as Seattle district sales manager for the division.

Mr. Anderson has had wide experience as a factory representative for another appliance firm, was at one time a manufacturer's agent, and also successfully operated his own business in the Seattle area, according to the company.

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## Proctor Explains Complete Service Policy In Booklet Aimed to Tell Customers All About Guarantees, Repair Operations, Etc.

PHILADELPHIA—Proctor Electric Co. here, in announcing recently the national release of its "customer satisfaction" service policy in printed booklet form, lays claim to its being the first time that such a policy has been enunciated, printed, and widely distributed by any electrical appliance manufacturer.

This policy is being carried out by 161 authorized service stations throughout the country, each of which has been chosen to serve a major marketing area and functions under direct Proctor factory supervision, the company reports.

In the service policy booklet, every possible phase of Proctor service is explained and the company has again endeavored just as it did with its merchandising policy, to explain fully and exactly its attitude toward service and what each purchaser of a Proctor product can expect from the company in the way of guarantees, parts replacement, and repairs both within and without the one-year guarantee period.

### FEATURES EMPHASIZED

The policy emphasizes such features as:

1. Minimum service standards:

a. Appliances normally to be serviced and returned within 24 hours.

b. Repairs to be made carefully, appliances checked for other possible defects, cleaned, and tested for satisfactory operation.

c. After inspection, appliances to be repolished as nearly as possible to original finish and carefully repacked.

d. Appliances returned because of unsatisfactory servicing to be resoled without cost to customer.

e. On the assumption that "the customer is always right," doubtful cases to be decided in favor of the customer.

f. Questionnaire (for report by customer of service irregularities and favorable or unfavorable comment) to be supplied free by Proctor and to be included by service station in each wrapped package.

.2. Repairs under guarantee to be made without charge to customers.

3. To standardize costs on repairs beyond the guarantee period Proctor

supplies a standard labor schedule showing maximum time required for each repair operation. To figure labor charges such time will be multiplied by the local labor rate.

4. Service stations will maintain a sufficient stock of Proctor parts to repair all types of Proctor appliances, and to fill parts orders from dealers and distributors at a 25% discount from the prices printed in the company's service parts list.

### REPLACEMENT PLAN

5. Appliances for which repair parts are unavailable will be replaced to the customer at nominal cost. However, parts or replacements for appliances over 10 years old may not be available.

6. "Loan" appliances will be made available to customers should their repairs involve delay. These may be loaned to any customer regardless of the make of appliance being serviced.

While the rights of the consumer and the retailer have been protected by this service policy, those of the service stations have not been overlooked. They are assured a definite marketing area from which to draw their business. Orders for parts received at the factory will be forwarded to the local service station. Distributors will buy their parts locally too.

### FACTORY TRAINING AVAILABLE

Factory training for service station personnel is available for a two-week period without charge, and factory field service engineers will contact them to teach new techniques and to clarify servicing problems.

The crux of the Proctor service operation is a newly devised service and parts manual which not only explains in layman's language the most common service problems and gives the approved factory method for handling the repair, but also facilitates parts ordering which, by means of schematic drawings, break down each appliance into its component parts in such fashion that should the drawing be collapsed part upon part, these parts would automatically fall into the complete whole.

## Utility Unit Sales--

(Concluded from Page 1, Column 4) which can be easily located in a home so that bathroom fixtures and kitchen and laundry appliances can take their place around the frame of the unit.

It was explained by Ingersoll officials that it was necessary to establish a new type of distributing setup because of the entirely new engineering concept of the utility unit.

The distributors were informed that the 1,000th unit would come off the line by the middle of December, and that production rate should increase rapidly in the future.

Discussions brought out the fact that field experience was needed on the matter of codes, design, installation practice, etc. In one large housing project where the unit was considered, only one had been installed, others having been shunted aside because of building code difficulties, or because of a failure to design the houses for the unit.

It was also pointed out that special training was needed to train personnel for the actual installation of the unit.

## Better Homes Appliance Completes New Building

ST. LOUIS—The new building of the Better Homes Appliance Co. at 5910 Natural Bridge Ave. here has been completed and the company is operating there under management of Joseph M. Kelly.

The firm's merchandise includes appliances, kitchen equipment, air conditioning units, and record players.

## Founder Returns



**ALFRED E. STACEY, JR.**  
One of the founders of Carrier Corp., he has rejoined the company as process consultant to the sales division.

## Rejoins Carrier--

(Concluded from Page 1, Column 5)

A graduate of Syracuse University in 1906 with an M.E. degree, Mr. Stacey has been active in the design, development, and application of air conditioning and refrigeration equipment throughout his entire career. He became associated with Dr. Willis H. Carrier at the Buffalo Forge Co. upon graduation.

When the Carrier Air Conditioning Co. of America was organized in 1908, Mr. Stacey became chief engineer. In 1915, he was one of the seven founders of the Carrier Engineering Corp. After five years as western manager, he became chief research engineer, which position he occupied from 1919 to 1930. When Carrier Corp. was formed in 1930, he became vice president in charge of engineering.

In 1935, Mr. Stacey left Carrier to organize the firm of Buensod-Stacey, Inc., which engineered many important air conditioning installations in the New York metropolitan area, including various buildings in Rockefeller Center.

Mr. Stacey's active duty in the Navy began in November, 1940, when he was assigned to the Bureau of Ships.

After serving in the Pacific, he returned to continental United States in May, 1942, and worked on the production of landing craft, being responsible for expediting material for LCI's, LST's, LSM's, and DE's required for invasion operations in both the Atlantic and Pacific. He was promoted to the rank of Captain in July, 1942, and was assigned to the Brooklyn Navy Yard and made director of the Navy's Materials Testing Laboratory.

## MacKillop Retires as Philco Southern Sales Manager

ATLANTA—A dinner held here recently honoring D. J. MacKillop, retiring general southern sales manager for Philco Corp., was attended by leading Philco executives from the Philadelphia office.

Mr. MacKillop, who has been with Philco since 1913, has served with them in Philadelphia, Chicago, Pittsburgh, and Atlanta.

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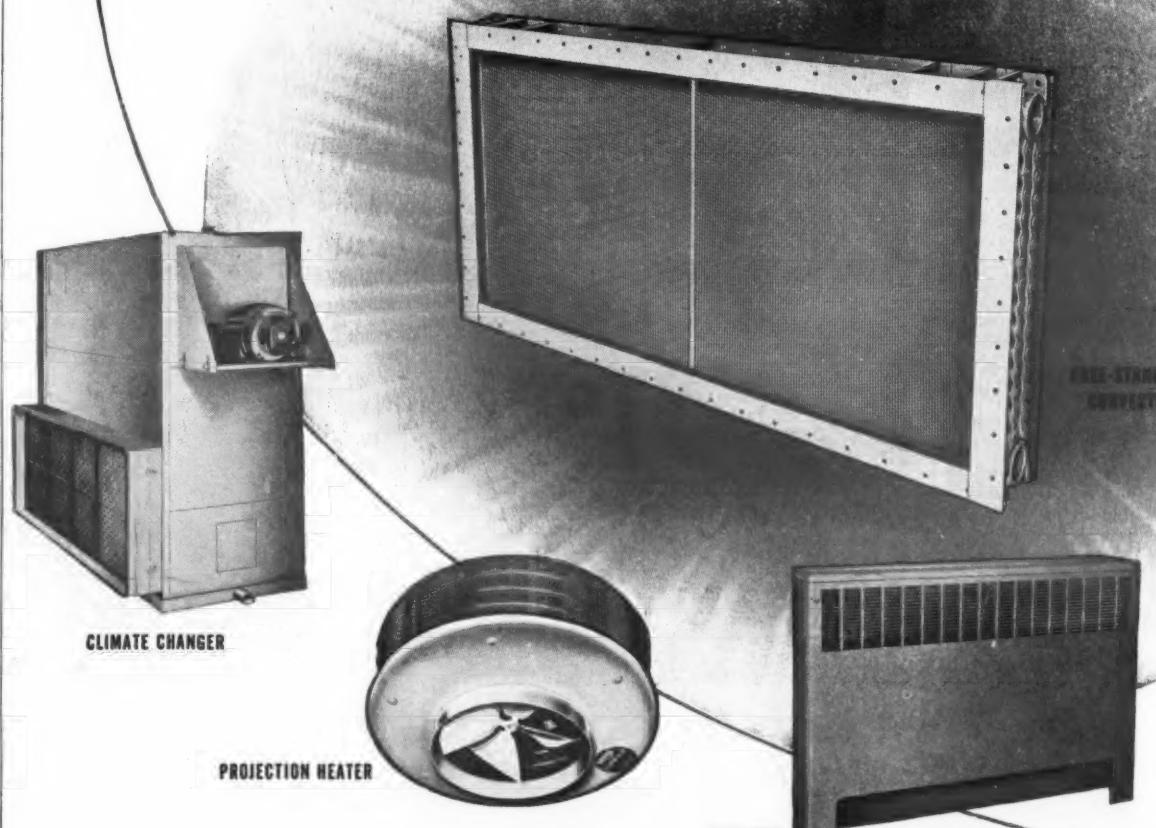
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